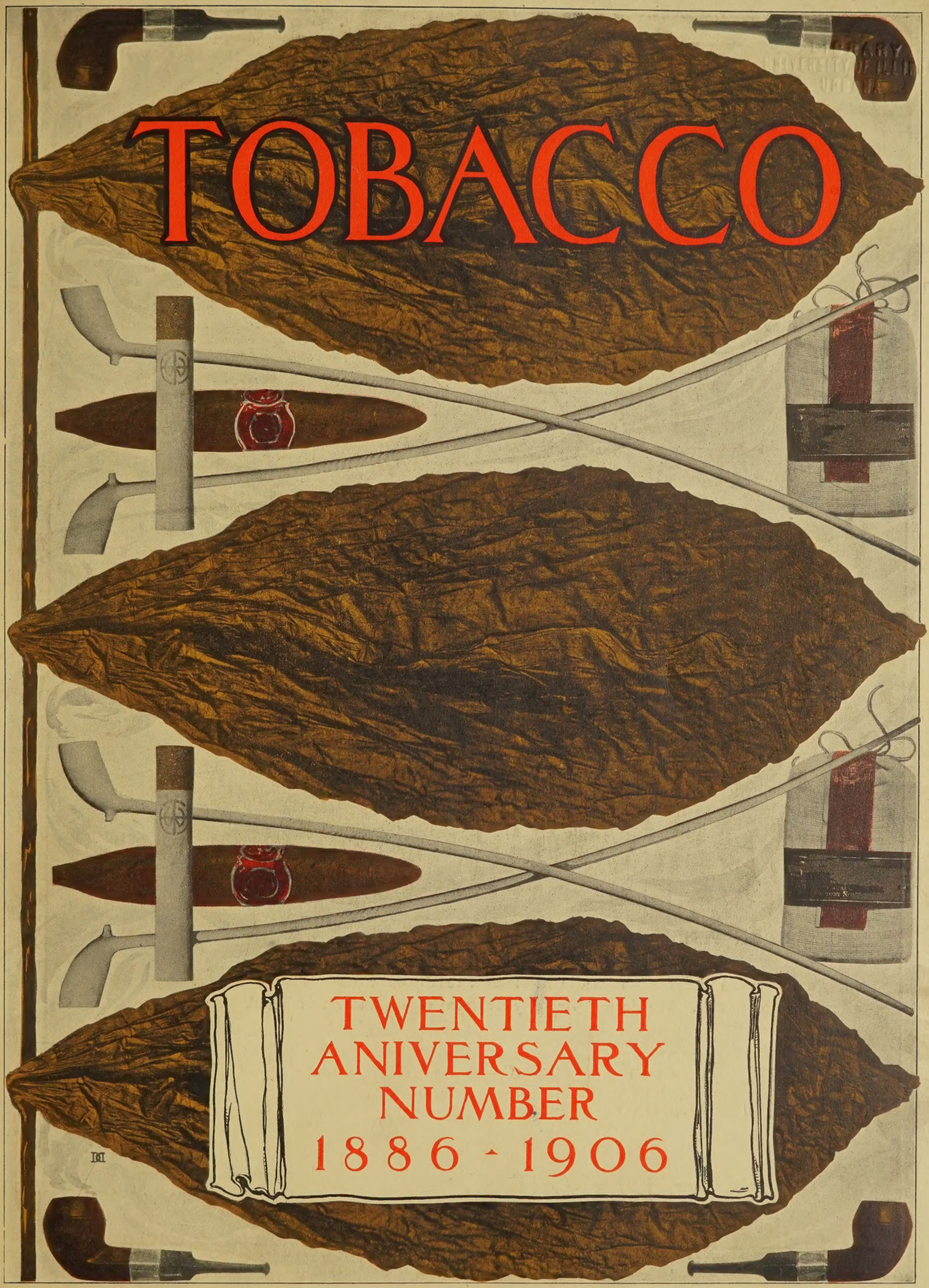
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VOL. XLI. No. 2. NEW YORK, MAY 10, 1906. PER ANNUM $2.00 SIX MONTHS $1.00

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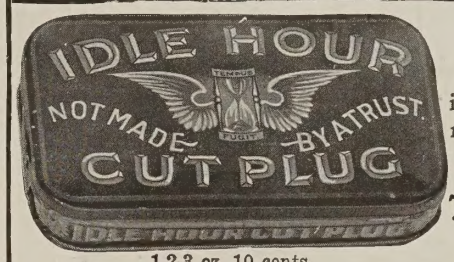
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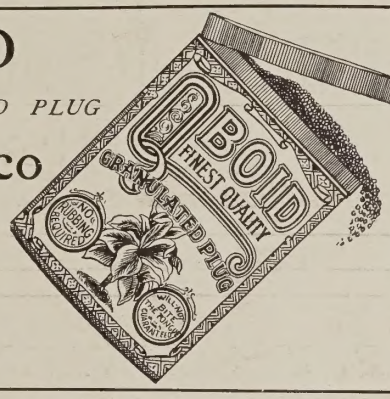
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# TOBACCO

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# Statistical History of Tobacco in the United States


WRITTEN ESPECIALLY FOR THE ANNIVERSARY NUMBER BY

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*** The statistical tables appearing in this article were prepared especially for it.*

Within four years from the time when the Jamestown colonists learned from the Indians how to grow the tobacco plant and began to do so in 1612, it acquired that prominence in the agriculture, the industry, the domestic trade, and the foreign commerce of Virginia which it has maintained in varying proportions for nearly three hundred years. Historical record credits John Rolfe, later the husband of Pocahontas, as being the first white man to cultivate tobacco. The consumption in England called for imports valued at $1,000,000, so that the colonists at once found a ready market for this commodity and were thus enabled to trade tobacco for the manufactures of which they stood in special need. To enforce the practice of raising a surplus of tobacco in the Virginia colony, the home government threw obstacles in the way of establishing manufacturing industries in the colony in order that it might have a colonial market for the manufactures of England, and so the tobacco crop of the colony at once became a source of financial strength to its inhabitants.

It is not now generally known that the first commercial tobacco crop of this country—that is of Virginia—was raised by the labor of white men who were practically slaves for the time being; at any rate, they were more than mere peons, although they were known as "bond servants."

Moreover, this crop was in large part, if not entirely, a communistic one, produced by the labor of white "servants," working for the community as a whole; and the crop so produced was communal property and sold as such, after which the proceeds were used for common purposes.

The Jamestown colonists rapidly acquired so much knowledge as to the best way of curing tobacco that in a short time it became as popular in England as the Spanish tobacco which was in favor in that market.

Seven years after Rolfe's experiment, or in 1619, one of the colonists introduced the plan of stringing the leaves upon lines for curing, this being the first step in the evolution of the tobacco stick, so well known to all familiar with the curing of the plant in the present day; and about that time tobacco houses were erected for curing and storing leaves.



TOBACCO FIELD IN THE VUELTA ABAJO, CUBA.

The custodian of the communal storehouse received the cured tobacco in the leaf, whereupon all of the leaves that were mean in quality were separated and burned. This was the institution of the first tobacco inspection of this country, a measure which was especially necessary in that age when, from the inexperience of many of the planters, men who had not long been in the colony, so much of the tobacco was of the most indifferent character. The law of 1619 prescribed only two grades; and in 1623 the scope of the inspection law was extended by the appointment of sworn men in each settlement to condemn all bad tobacco.

When Capt. John Smith was examined by the Royal Commissioners at the time the question of repealing the charter of the Virginia Company was agitated, he was asked to explain why it was that the colony, in spite of the fertility of its soil and the variety of its natural products, exported but one commodity; and he answered that grain brought only two shillings and sixpence a bushel, while tobacco brought three shillings a pound. A man's labor in tobacco was calculated to be worth as much as £60, but in grain it was worth only £10.

### THE COLONIAL PRODUCTION OF TOBACCO.

So the tobacco crop of Virginia increased in proportions rapidly, year after year, with some depressions due to over-production, until in the latter part of the 17th century the number of English and Irish vessels engaged in transporting tobacco from Virginia to England and Ireland was about 80.

A statement of the quantities exported during the various years has been compiled from historical documents and this is presented in the accompanying table. An export of 20,000 pounds in 1619 grew in twenty years to 1,500,000 pounds. In fifty years after that the quantity had grown to 18,000,000 pounds. During the period extending from about 1745 to 1755 the ex-

port ranged from 36,000,000 to 54,000,000 pounds.

It is by no means to be supposed that the tobacco crop always brought prosperity to Virginia and Maryland planters; over-production and low prices were frequently to be contended with, so that sometimes the colonial legislatures enforced a cessation of tobacco growing, or reduced it. The crop of 1666 was so enormous that it required 100 vessels to remove only a part of it to England, and it is supposed that Virginia was then producing as much of this commodity in two years as England consumed in three years.

In the mean time other of the thirteen colonies were growing tobacco and had a surplus for export. From 1772 to 1775 the tobacco exported from all colonies was about 100,000,000 pounds per year, but during the Revolution and several years after, the quantity fell to a much smaller figure—as low as 2,441,214 pounds in 1777. Under the Confederation the exports grew to as many as 90,000,000 pounds, and by that time, of course, the domestic consumption took a large fraction of the crop.

SIZE OF THE TOBACCO CROPS.

Since the earlier years, when the tobacco crop was mostly exported, the first attempt to ascertain the quantity produced in the United States was in the census of 1840, and a crop of 219,000,000 pounds was reported for 1839. The production of 1849 was somewhat smaller, or about 200,000,000 pounds, but this was more than doubled ten years later, in 1859, when the crop amounted to 434,000,000 pounds.

The disastrous effects of the Civil War permitted a crop of only 263,000,000 pounds in 1869, and it was not until ten years later that a crop larger than the largest antebellum crop was raised, the quantity being 473,000,000 pounds. The following production did not gain rapidly upon this amount, so that in 1889 the crop had reached only 488,000,000 pounds; but by 1899 a production of 868,000,000 pounds was reported—the largest crop apparently that was ever grown in this country. The estimate of the Department of Agriculture for 1906 is for a crop of 633,000,000 pounds.

The land actually devoted to the raising of tobacco in this country is now from about 750,000 to 1,000,000 acres, and the value of the crop in recent years rises somewhat above $50,000,000 at the farm or twice the value of the crops of about 25 years ago. The different kinds of tobacco grown in this country, under different cultural systems, vary widely in the quantity of cured leaf produced per acre In some cases the production is a very few hundred pounds and in others, as in the case of the tobacco raised in Connecticut, the tobacco raised is nearly a ton.

The general average for the whole country may be much affected by changes in proportions contributed by regions having high or low productions per acre. However that may be, the average production per acre has quite steadily increased since the census crop of 1869, when it was 569 pounds. From 1879 to 1899 the census production ranged between 700 and 800 pounds per acre, but the crop may now be regarded as having risen to a production of more than 800 pounds per acre under good natural conditions. This is indicated by the favorable conditions of 1905, when the production was 816 pounds per acre.

CROPS OF THE TOBACCO-GROWING STATES.

Improving cultural methods have been applied to tobacco raising in all parts of the country. After many years of trying to get something out of the soil that was not contained therein, tobacco growers have learned that they should highly fertilize tobacco lands with the elements needed by the plant. The practice of using new lands successively, followed by the colonists, naturally came to its limit and it was not until after the Civil War that the Southern tobacco planters began to use fertilizers. These were of the commercial sort, and still are so in a large degree, but the better practice of increasing the soil's fertility by a rotation of crops, in which legumes play an important part, is coming to be more and better understood and more generally practiced.

The tobacco growers of the Connecticut River valley and southeastern Pennsylvania have been, as they still are, prepared to maintain a higher cultural system than the planters of the South, because of considerable dependence upon live-stock farming, which not only requires a rotation of crops, but contributes liberal quantities of fertilizers from the barnyard.

The tobacco crop of this country is not only specialized in varieties, but is highly localized, perhaps largely for this reason. After various changes in prominence among the States growing cigar tobacco, the lead in quantity now seems to be possessed by Wisconsin, after having been taken away from Ohio since 1899, which State exceeded Pennsylvania in production generally since the first account of the crop was taken for 1839. The order of the cigar States in 1905 presents Wisconsin in the lead; then Ohio, Connecticut, Pennsylvania, New York and Florida.



GEORGE K. HOLMES, OF WASHINGTON, D. C.

New England was growing tobacco as far back as 1640, but it was of little importance until the latter part of the 18th century. The first tobacco warehouse in Connecticut was established in 1825, at which time 3,200 pounds of tobacco were packed and shipped to New York. A century ago the Connecticut tobacco was recognized as being essentially different from the Virginia types, and it entered into the manufacture of cigars. The first cigar factory in Connecticut began work in 1810, using the local crop for its material. How large the crop was then is not known, but in 1801 it amounted to 20,000 pounds. By the middle of the 19th century Connecticut had become noted for the production of "clear New England" cigars.

Although the cultivation of tobacco in Pennsylvania began in 1689, but little attention was paid to it until 1828, when it began to be of commercial importance. In 1839, 325,000 pounds were grown in Lancaster, York and Dauphin counties, and the crop increased to 3,182,000 pounds in 1859. The crop expanded very rapidly after the recovery from the Civil War, so that in 1879 it amounted to 37,000,000 and in 1899 to 41,500,000 pounds. But a very great decline, more than 50 per cent. from this quantity, was made by the crop of 1905, which seems to have been only 21,000,000 pounds.

Without undertaking to separate the cigar tobacco from the other types raised in Ohio, it may be sufficient to speak of the crop as a whole. As far as census records go, the largest crop raised among all of the States producing cigar tobaccos was by Ohio in 1899, when the crop had a weight of 66,000,000 pounds. Ohio led all cigar tobacco States in the first tobacco census for 1839; indeed, it produced six-sevenths of the tobacco grown in this group of States, and it was not until 1879 that any of these States (Pennsylvania) took first place away from Ohio.

Tobacco culture was begun in Florida about 1849, and ten years later had produced a cigar wrapper noted at that time for its bright, silky, beautifully-spotted leaf, still remembered as "old Florida speckled-leaf." The Civil War interrupted tobacco growing in that State until 1888, when attention was again directed to this crop. In the meantime competition from tobacco imported from Cuba and from Sumatra presented some obstacles to a renewal of producing cigar types; but, by using Cuban and Su-

VIRGINIA'S EXPORTS OF UNMANUFACTURED TOBACCO, 1619-1758.

(Substantially the crop grown.)

| Year. | Pounds. | Year. | Pounds. | Year. | Pounds. |
|---|---|---|---|---|---|
| 1619.... | 20,000 | 1687.... | (*c*) | 1750....43,710,300 | |
| 1620.... | 40,000 | 1688....18,157,000 | | 1751....42,032,700 | |
| 1621.... | 55,000 | 1704....18,295,000 | | 1752....43,542,000 | |
| 1622.... | 60,000 | 1731.... | (*d*) | 1753....53,862,300 | |
| 1628.... | 500,000 | 1745....38,232,900 | | 1754....45,722,700 | |
| 1639.... | 1,500,000 | 1746....36,217,800 | | 1755....42,918,300 | |
| 1640.... | 1,300,000 | 1747....37,623,600 | | 1756....25,606,800 | |
| 1641.... | 1,300,000 | 1748....42,104,700 | | 1757.... | (*e*) |
| 1666.... | (*a*) | 1749....43,188,300 | | 1758....22,050,000 | |
| 1667.... | (*b*) | | | | |

(*a*) No crop made; planting prohibited.
(*b*) Two-thirds of the crop destroyed by a storm.
(*c*) Poor crop of bad quality.
(*d*) Exports of Virginia and Maryland reported as 36,000,000 pounds.
(*e*) A short crop made.

EXPORTS OF UNMANUFACTURED TOBACCO FROM THE THIRTEEN COLONIES, 1772-1789.

| Year. | Pounds. | Year. | Pounds. | Year. | Pounds. |
|---|---|---|---|---|---|
| 1772... | 97,799,263 | 1777.... | 2,441,214 | 1782.... | 9,828,244 |
| 1773... | 100,472,007 | 1778.... | 11,961,333 | 1787.... | 90,041,000 |
| 1774... | 97,375,252 | 1779.... | 17,155,907 | 1788.... | 88,595,590 |
| 1775... | 101,828,617 | 1780.... | 17,424,967 | 1789.... | 88,675,000 |
| 1776... | 14,498,500 | 1781.... | 13,339,168 | | |

TOBACCO CROP OF THE UNITED STATES, 1839-1905.

| Census Year. | Area, acres | Production, pounds | Farm value, dollars | Production per acre, pounds. | Farm value, per pound, cents |
|---|---|---|---|---|---|
| 1839 | ..... | 219,163,319 | ..... | ..... | .. |
| 1849 | ..... | 199,752,655 | ..... | ..... | ... |
| 1859 | ..... | 434,209,461 | ..... | ..... | .. |
| 1869 | *a*461,668 | 262,735,341 | *a*24,434,387 | *a*569.1 | *a*9.3 |
| 1879 | 638,841 | 472,661,157 | *a*27,414,347 | 739.9 | *a*5.8 |
| 1889 | 695,301 | 488,256,646 | *a*32,249,939 | 702.2 | *a*6.6 |
| 1899 | 1,101,460 | 868,112,856 | 56,987,902 | 788.1 | 6.6 |
| 1905 (Dept. Agr.) | 776,112 | 633,033,719 | 53,519,068 | 815.6 | 8.5 |

*a* Computed from figures of Department of Agriculture.

matra seed and also by raising plants under shade, Florida has succeeded in producing excellent cigar types.

The Florida crop of 1889 amounted to 470,000 pounds; it rose to 1,126,000 pounds in 1899, and had a remarkable increase to 3,193,000 pounds in 1905.

In New York the date of first tobacco production is 1845, and so rapidly did the crop take with farmers that it amounted to 500,000 pounds in Onondaga County alone in 1855 and by 1863 the crop had greatly extended among several counties. The New York production, however, has not fulfilled its early promises, and the crop is now hardly greater than it was in 1859, when it weighed 5,765,000 pounds. The crop of 1905 is estimated to be 7,061,000 pounds, a lower production than in 1889, when it was 9,316,000 pounds, and hardly more than half the crop of 1899, when it was 14,000,000 pounds.

Wisconsin entered upon a remarkable career of tobacco production in 1849, when 1,260 pounds were grown. In 1879 the crop was 10,608 pounds, or ten times the crop of 1869; and the crop of 1879 was doubled in 1889, and that in turn was more than doubled by the crop of 1899 when the production was 45,500,000 pounds. The increase continued to 1905, when the crop amounted to 53,833,000 pounds.

Among the tobacco-growing States of the South, which are not classed with the cigar States, the lead in production in 1839 was clearly held by Virginia, Kentucky being second; but the leading place was taken from Virginia by Kentucky in 1869, since which time Kentucky has produced by far the most tobacco among the Southern States.

Virginia's tobacco crop was all but annihilated during the Civil War, and the crop was not re-established in any considerable degree upon old lines. Virginia had been in the habit of selling on its merits alone about one-third of the manufactured tobacco used in the United States, and naturally felt that this long-established reputation would continue its sale. The manufacturers using Western brands adopted a big system of advertising which put the Virginia factories at a great disadvantage, and, finding the Western tobacco cheaper than the old Virginia type, the Virginia factories were soon using the white burley produced west of the Allegheny mountains.

In the meantime the cultivation of tobacco of the bright yellow type had sprung up in the counties of southern Virginia and in North Carolina, to produce the fine golden wrapper which was wanted to put around the plug formed of the burley filler to beautify it, and this combination of Virginia bright leaf and Western mild leaf met a popular demand with wide sales. For ten years after the bright plug was introduced, it ruled the market and was the rage and fashion of the domestic trade.

Another potent influence in increasing the demand for the bright tobacco of Virginia and North Carolina, at the time when Virginia growers and manufacturers were endeavoring to rise from the ashes of the Civil War, was the development of the cigarette manufacture. This business was introduced to the world at the Philadelphia Exposition in 1876 by a Richmond firm who made at that time a very creditable exhibit of their goods, but they were not then aware of the great future of cigarettes, for fine plug, fine cut, and smoking tobaccos were their leading brands, and cigarettes were only packed for the trade in order to sell these brands. But no sooner were these new goods presented to the public than there arose a large and ever-increasing demand for them, and, cigarette machines being invented soon after this, the business grew marvelously.

Another effect of the cigarette exhibit at Philadelphia was to increase the demand for bright tobacco leaf for export. The foreigner had at this time had his first taste of Virginia bright leaf, and he preferred it to the Turkish yellow leaf which had been his only dependence hitherto for smoking purposes. At that time the bright export demand began and was followed annually by large and larger orders for Virginia brights from Canada, England, France, Austria and other countries.

So, tobacco growing in Virginia was re-established with new markets, new goods, and new methods of manufacture.

North Carolina participated in the tobacco revolution in Virginia, and in 1899 had a slightly larger crop than Virginia did, standing in that year next to Kentucky, as it did also in 1905. The crop in Maryland was larger in 1859 than for any year for which a record of production has been kept when it amounted to 38,411,000 pounds. In more recent years the crop has been about 20,000,000 to 25,000,000 pounds, and is apparently declining. Reasons for this decline are partly the failure of the farmers to maintain the fertility of the soil, and more particularly because of the enormous extension of truck farming and fruit raising in response to greater profits than have been afforded in tobacco raising.

| Census year. | Maryland. Per ct. | Virginia. Per ct. | North Carolina. Per ct. | South Carolina. Per ct. | Kentucky. Per ct. | Tennessee. Per ct. |
|---|---|---|---|---|---|---|
| 1839.... | 11.3 | 34.4 | 7.7 | — | 24.4 | 13.5 |
| 1849.... | 10.7 | 28.4 | 6.0 | 0.1 | 27.8 | 10.1 |
| 1859.... | 8.9 | 28.6 | 7.6 | — | 24.9 | 10.0 |
| 1869.... | 6.0 | 14.1 | 4.2 | — | 40.1 | 8.2 |
| 1879.... | 5.5 | 16.9 | 5.7 | — | 36.2 | 6.2 |
| 1889.... | 2.5 | 9.9 | 7.5 | — | 45.5 | 7.5 |
| 1899.... | 2.8 | 14.2 | 14.7 | 2.3 | 36.2 | 5.7 |
| 1905.... | 3.1 | 12.6 | 13.1 | 1.5 | 36.2 | 5.0 |



SCENE IN A CIGAR INSPECTION ROOM.

PERCENTAGE OF PRODUCTION IN DIFFERENT STATES.

The relative place occupied by each particular tobacco-producing State at the time of each census has been computed for presentation in the accompanying table, wherein it appears that, among the cigar States, Wisconsin produced, in 1905, 8.5 per cent. of the entire tobacco crop of the United States; Ohio 7.9 per cent., Connecticut and Massachusetts 5.0 per cent., Pennsylvania 3.3 per cent., New York 1.1 per cent., and Florida 0.5 per cent. These seven States in all produced 26.7 per cent. of the crop of the whole country.

Kentucky saw the time in 1889 when it produced almost half of the entire crop, and it now produces more than one-third. Virginia and North Carolina are each producing about one-eighth to one-seventh of the entire crop. South Carolina, which has very successfully ventured into the field of tobacco culture within a few years, grew 1.5 per cent. of the nation's crop in 1905.

PERCENTAGE OF TOBACCO CROP OF UNITED STATES GROWN IN PRINCIPAL STATES, 1839-1905.

| Census year. | Connecticut and Massachusetts. Per ct. | New York. Per ct. | Pennsylvania. Per ct. | Ohio. Per ct. | Wisconsin. Per ct. | Florida. Per ct. |
|---|---|---|---|---|---|---|
| 1839.... | 0.2 | — | 0.2 | 2.7 | — | — |
| 1849.... | 0.7 | 0.1 | 0.4 | 5.3 | — | 0.5 |
| 1859.... | 2.2 | 1.3 | 0.7 | 5.8 | — | 0.3 |
| 1869.... | 6.0 | 0.9 | 1.3 | 7.1 | 0.4 | 0.1 |
| 1879.... | 4.1 | 1.4 | 7.8 | 7.4 | 2.3 | — |
| 1889.... | 2.4 | 1.9 | 6.0 | 7.8 | 4.0 | 0.1 |
| 1899.... | 2.7 | 1.6 | 4.8 | 7.6 | 5.2 | 0.1 |
| 1905.... | 5.0 | 1.1 | 3.3 | 7.9 | 8.5 | 0.5 |

FARM PRICES OF TOBACCO.

The prices received by farmers for the tobacco grown and sold by them must in the long run have a large influence upon the quantity and course of production. A general average for prices for all types of tobacco may mean very little; as expressing general level of all prices, attention may be called to the average price of 5.8 cents per pound for the tobacco crop of 1879, which was regarded by farmers as a discouragingly low price. The price for 1889 was 6.6 cents, and the same figure for 1899. Since these numbers are averages, of course much of the tobacco raised sold for less than this average, particularly the lower smoking and plug types, and these prices have been so low in the regions producing such types that the tobacco acreage has been diminishing in recent years. The highest farm price for tobacco as an average of all types, for many years, was that for 1905, when the average was 8.5 cents.

Average prices for the tobaccos of the different States are contained in the accompanying table, each average being a mean as indicated. The price of Connecticut tobacco has remained rather steady since 1880, and has on the whole increased, the mean for 1901-5 being 16.6 cents per pound. The farm price of New York tobacco has diminished decidedly, as it has in Pennsylvania, and would seem to indicate why both of these States have recently been losing ground in tobacco growing. But the same facts did not sustain the same conclusion with regard to Wisconsin, where the increased production has been enormous and the price has on the whole much diminished. Florida's tobacco has the highest price in recent years —27.7 cents per pound at the farm.

Among the States producing types not used for

TOBACCO PRODUCED IN PRINCIPAL STATES, 1839-1905.

[000 Omitted.]

POUNDS.

| Census year. | Connecticut and Massachusetts. | New York. | Pennsylvania. | Ohio. | Wisconsin. | Florida. | Maryland. | Virginia. | North Carolina. | South Carolina | Kentucky. | Tennessee. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1839 | 537 | 1 | 325 | 5,942 | (a) | 75 | 24,816 | 75,347 | 16,772 | 52 | 53,437 | 29,550 |
| 1849 | 1,406 | 83 | 913 | 10,454 | 1 | 999 | 21,407 | 56,803 | 11,985 | 74 | 55,501 | 20,149 |
| 1859 | 9,233 | 5,765 | 3,182 | 25,093 | 87 | 829 | 38,411 | 123,968 | 32,853 | 104 | 108,127 | 43,448 |
| 1869 | 15,642 | 2,350 | 3,468 | 18,742 | 961 | 157 | 15,785 | 37,086 | 11,150 | 35 | 105,306 | 21,465 |
| 1879 | 19,414 | 6,481 | 36,943 | 34,735 | 10,608 | 21 | 26,082 | 79,989 | 26,986 | 46 | 171,121 | 29,365 |
| 1889 | 11,670 | 9,316 | 28,956 | 37,854 | 19,389 | 470 | 12,357 | 48,523 | 36,375 | 223 | 221,880 | 36,368 |
| 1899 | 23,337 | 13,958 | 41,503 | 65,957 | 45,500 | 1,126 | 24,589 | 122,885 | 127,503 | 19,896 | 314,288 | 49,158 |
| 1905 (Dept. of Agr.). | 31,314 | 7,061 | 20,994 | 50,345 | 53,833 | 3,193 | 19,593 | 79,952 | 83,156 | 9,254 | 228,975 | 31,874 |

(a) Less than 500 pounds.

cigars, the highest value per pound on the plantation is found in North Carolina in recent years, 7.9 cents, a very considerable reduction from the price of 25 years ago. Virginia and South Carolina have the same average price, 7.2 cents per pound; Tennessee follows with 6.6, Kentucky 6.3, and Maryland, lowest of all, with 6.0 cents per pound.

FARM PRICE OF TOBACCO PER POUND IN PRINCIPAL STATES, 1881-1905.

Cents per Pound.

| Mean, December 1. | Connecticut and Massachusetts | New York | Pennsylvania | Ohio | Wisconsin | Florida |
|---|---|---|---|---|---|---|
| 1881-1885 | 13.3 | 12.2 | 12.2 | 7.3 | 11.0 | — |
| 1886-1890 | 14.0 | 11.8 | 12.6 | 7.5 | 10.0 | — |
| 1891-1895*a* | 16.3 | 11.9 | 11.1 | 6.4 | 6.1 | — |
| 1896, 1899, 1900 | 15.1 | 8.1 | 7.0 | 6.2 | 6.3 | 24.3 |
| 1901-1905 | 16.6 | 8.7 | 7.8 | 7.5 | 7.9 | 27.7 |

| Mean, December 1. | Maryland | Virginia | North Carolina | South Carolina | Kentucky | Tennessee |
|---|---|---|---|---|---|---|
| 1881-1885 | 7.0 | 7.7 | 12.0 | *b*13.5 | 7.9 | 6.9 |
| 1886-1890 | 5.7 | 7.8 | 10.2 | — | 7.5 | 7.2 |
| 1891-1895*a* | 6.5 | 6.8 | 9.2 | — | 6.4 | 7.9 |
| 1895, 1899, 1900 | 5.4 | 5.7 | 7.1 | 6.7 | 5.4 | 6.2 |
| 1901-1905 | 6.0 | 7.2 | 7.9 | 7.2 | 6.3 | 6.6 |

*a* No data for 1892. *b* 1881 and 1882 only.

EXPORTS AND IMPORTS OF TOBACCO.

Without a large export trade in tobacco, the preceding story of the expansion of this crop would have been very different and of less significant proportions. The tobacco leaf of this country, more especially in types which are used for plug and smoking, is in large demand by most European countries, and indeed by several countries outside of Europe; so that a large fraction of this country's crop goes to foreign countries unmanufactured. At the same time, on account of peculiarities of flavor and of smokers' fancies, various foreign tobaccos are imported into this country in the leaf as well as manufactured.

A summary of the foreign trade of this country



SCENE IN A MEXICAN TOBACCO FIELD.

with regard to tobacco has been prepared for this article for the last 55 years, or back to 1851. Highly condensed summaries of the statistical account of this trade are presented in accompanying tables. During the last five years, an annual average of 326,000,000 pounds of tobacco have been exported with a value of $30,000,000. This tobacco was almost entirely in the leaf.

During the same time the imports averaged only 31,000,000 pounds, with a value of $16,700,000. Foreign exports should be deducted from the imports in order to arrive at the net imports, and these amounted to about 10 per cent. of the gross imports.

As a net result of the various movements of foreign trade in unmanufactured tobacco, it appears that during the last five years the average annual excess of the exports of tobacco grown in this country over the imports was 299,000,000 pounds, while the net excess of value of domestic exports over net imports was $14,700,000.

FOREIGN TRADE IN TOBACCO, 1851-1905; UNMANUFACTURED.

[000 Omitted.]

DOMESTIC EXPORTS.

| Annual Average. | Leaf. Pounds. | Leaf. Dollars. | All Other. Pounds. | All Other. Dollars. | Total. Pounds. | Total. Dollars. |
|---|---|---|---|---|---|---|
| 1851-1860 | 146,695 | 14,177 | (*a*) | (*a*) | 146,695 | 14,177 |
| 1861-1870 | 162,761 | 22,396 | (*a*) | (*a*) | 162,761 | 22,396 |
| 1871-1880 | 252,946 | 24,028 | (*a*) | (*a*) | 252,946 | 24,028 |
| 1881-1890 | 237,814 | 21,022 | *b*12,230 | *b*320 | 246,375 | 21,246 |
| 1891-1900 | 274,161 | 23,704 | 12,257 | 378 | 286,418 | 24,082 |
| 1901-1905 | 317,876 | 29,688 | 8,375 | 203 | 326,251 | 29,891 |



AMERICAN CIGAR BUYERS IN CUBA.

IMPORTS.

| | | | | | | |
|---|---|---|---|---|---|---|
| 1851-1860 | 5,999 | 1,008 | (*a*) | (*a*) | 5,999 | 1,008 |
| 1861-1870 | 4,541 | 1,256 | (*a*) | (*a*) | 4,541 | 1,256 |
| 1871-1880 | 8,471 | 4,362 | (*a*) | (*a*) | 8,471 | 4,302 |
| 1881-1890 | 16,078 | 8,682 | (*a*) | (*a*) | 16,078 | 8,682 |
| 1891-1900 | 4,411 | 4,481 | 16,624 | 7,601 | 21,035 | 12,082 |
| 1901-1905 | 6,623 | 5,321 | 24,327 | 11,422 | 30,950 | 16,743 |

FOREIGN EXPORTS.

| | | | | | | |
|---|---|---|---|---|---|---|
| 1851-1860 | 1,039 | 193 | (*a*) | (*a*) | 1,039 | 193 |
| 1861-1870 | 1,103 | 335 | (*a*) | (*a*) | 1,103 | 335 |
| 1871-1880 | 753 | 240 | (*a*) | (*a*) | 753 | 240 |
| 1881-1890 | 1,180 | 588 | (*a*) | (*a*) | 1,180 | 588 |
| 1891-1900 | 805 | 743 | 1,108 | 422 | 1,913 | 1,165 |
| 1901-1905 | 1,018 | 762 | 2,404 | 817 | 3,422 | 1,579 |

EXCESS OF DOMESTIC EXPORTS.

| | | | | | | |
|---|---|---|---|---|---|---|
| 1851-1860 | 141,735 | 13,362 | (*a*) | (*a*) | 141,735 | 13,362 |
| 1861-1870 | 159,323 | 21,475 | (*a*) | (*a*) | 159,323 | 21,475 |
| 1871-1880 | 245,228 | 19,906 | (*a*) | (*a*) | 245,228 | 19,906 |
| 1881-1890 | 222,916 | 12,928 | (*a*) | (*a*) | 231,477 | 13,152 |
| 1891-1900 | 270,555 | 19,966 | *c*3,259 | *c*6,801 | 267,296 | 13,165 |
| 1901-1905 | 312,271 | 25,129 | *c*13,548 | *c*10,402 | 298,723 | 14,727 |

*a* Not stated separately.
*b* 1884-1890.
*c* Excess of net imports.

FOREIGN TRADE IN MANUFACTURED TOBACCO.

More for the purpose of exhibiting the weight of manufactured tobacco embraced in statistics of foreign trade than for its value, the accompanying table for manufactured tobacco has been prepared upon the same plan adopted for unmanufactured tobacco. It appears that during the last five years the exported plug averaged annually over 9,000,000 pounds and that various manufactured types not specified were exported to the extent of 900,000 popnds. The average exported cigars of domestic manufacture number 2,000,000 and the cigarettes 1,430,000,000. On the other hand, the cigars, cigarettes, and cheroots imported during the last five years average 600,000 pounds annually, and all other imported manufactured tobaccos average 79,000 pounds.

As a net result of the movement of foreign trade in manufactured tobacco during the last five years, the value of the imported cigars exceeded the value of the net exports by $3,000,000; but, on the contrary, the domestic exports exceeded the net imports in value by nearly the same amount, or $2,300,000.

FOREIGN TRADE IN TOBACCO, 1851-1905. MANUFACTURED.

[000 Omitted.]

DOMESTIC EXPORTS.

| Annual Average. | Cigars. Number. | Cigars. Dollars. | Cigarettes. Number. | Cigarettes. Dollars. |
|---|---|---|---|---|
| 1851-1860 | (*a*) | (*a*) | (*a*) | (*a*) |
| 1861-1870 | *b*2,981 | *b*84 | (*a*) | (*a*) |
| 1871-1880 | 1,346 | 34 | (*a*) | (*a*) |
| 1881-1890 | 3,009 | 78 | *c*164,800 | *c*522 |
| 1891-1900 | 2,442 | 60 | 690,443 | 1,533 |
| 1901-1905 | 1,948 | 46 | 1,429,733 | 2,304 |

| Annual Average. | Plug. Pounds. | Plug. Dollars. | All Other. Dollars. | Total. Dollars. |
|---|---|---|---|---|
| 1851-1860 | (*a*) | (*a*) | (*a*) | 1,958 |
| 1861-1870 | (*a*) | (*a*) | *b*2,734 | 2,694 |
| 1871-1880 | (*a*) | (*a*) | 2,692 | 2,726 |
| 1881-1890 | (*a*) | (*a*) | 2,571 | 3,015 |
| 1891-1900 | *d*8,546 | *d*2,267 | 2,280 | 4,582 |
| 1901-1905 | 9,233 | 2,085 | 903 | 5,338 |

IMPORTS.

| Annual Average. | Cigars, Cigarettes and Cheroots. Pounds. | Cigars, Cigarettes and Cheroots. Dollars. | All Other. Dollars. | Total. Dollars. |
|---|---|---|---|---|
| 1851-1860 | *b*425,563 | 3,689 | 34 | 3,723 |
| 1861-1870 | *f*757 | 1,624 | 38 | 1,662 |
| 1871-1880 | 749 | 2,628 | 64 | 2,692 |
| 1881-1890 | 983 | 3,248 | 94 | 3,342 |
| 1891-1900 | 530 | 2,333 | 70 | 2,403 |
| 1901-1905 | 603 | 3,033 | 79 | 3,112 |

FOREIGN EXPORTS.

| Annual Average. | Cigars, Cigarettes and Cheroots. Pounds. | Cigars, Cigarettes and Cheroots. Dollars. | All Other. Dollars. | Total. Dollars. | Excess of Domestic Exports. Cigars. Dollars. | Excess of Domestic Exports. Total. Dollars. |
|---|---|---|---|---|---|---|
| 1851-1860 | *e*11,414 | 201 | 56 | 256 | *g*3,488 | *g*1,509 |
| 1861-1870 | *h*273 | *f*321 | 85 | 374 | *g*1,276 | 1,406 |
| 1871-1880 | 61 | 140 | 24 | 164 | *g*2,454 | 198 |
| 1881-1890 | 38 | 58 | 29 | 87 | *g*3,112 | *g*240 |
| 1891-1900 | 18 | 24 | 6 | 30 | *g*2,249 | 2,209 |
| 1901-1905 | 18 | 31 | 9 | 40 | *g*2,957 | 2,266 |
| 1851-1860 | *b*11,414 | 201 | 56 | 256 | *g*3,488 | *g*1,509 |

*a* Not stated separately.
*b* 1864-1870.
*c* 1884-1890.
*d* 1898-1900.
*e* Number.
*f* 1862-1870.
*g* Excess of net imports.
*h* 1863-1870.

Upon combining the manufactured and unmanufactured tobaccos embraced in the foreign trade of the last 55 years, the results are as appear in the accompanying table, wherein it may be noticed that in net value of trade the excess of domestic exports over net imports is $17,000,000 in the annual average of the last five years. The average value of the domestic exports during this period was $35.000,000 and that of the net imports was $18,000,000.



SECENE IN TOBACCO STEMMERY.

FOREIGN TRADE IN TOBACCO, 1851-1905.

MANUFACTURED AND UNMANUFACTURED.

(000 Omitted.)

| Annual. Average. | Domestic Exports. Dollars. | Imports. Dollars. | Foreign Exports. Dollars. | Excess of Domestic Exports. Dollars. |
|---|---|---|---|---|
| 1851-1860 | 16,135 | 4,731 | 449 | 11,852 |
| 1861-1870 | 25,090 | 2,918 | 709 | 22,881 |
| 1871-1880 | 26,754 | 7,054 | 404 | 20,104 |
| 1881-1890 | 24,261 | 12,024 | 675 | 12,912 |
| 1891-1900 | 28,664 | 14,485 | 1,195 | 15,374 |
| 1901-1905 | 35,229 | 19,855 | 1,619 | 16,993 |

TOBACCO PRODUCTION OF THE WORLD.

The place of the United States in the tobacco production of the world is shown in the accompanying table for the principal countries of the world, which has been prepared expressly for this article. The world's crop of tobacco in 1903, which was apparently an average year, was about 2,300,000,000 pounds, of which the production of the United States was 34.5 per cent.; that is to say, the United States may be

(*Coontinued on page 12.*)

# MI FAVORITA

## Clear Havana Cigars




**Manufactured at Key West, Florida.**

## PARK & TILFORD

**BROADWAY, Corner 21st Street, NEW YORK**

**PRICE LIST ON APPLICATION**

# STATISTICAL HISTORY OF TOBACCO IN THE UNITED STATES

(*Continued from page* 10.)

regarded as producing about one-third of the world's crop.

British India stands next to the United States in amouut of crop, or about 19.2 per cent. of the world's crop. Russia stands third with a production amounting to 7.5 per cent.; Turkey, 4.8 per cent.; Japan, with Formosa, 4.2 per cent. Sumatra's crop of tobacco, which make an ado far out of proportion to its relative size, amounts to 2.2 per cent. of the world's crop of tobacco, and the Philippine crop is 1.56 per cent., while Cuba's crop is only 1.64 per cent. of the grand total.

TOBACCO CROP OF THE WORLD.

[This table represents "the world" as nearly as it is possible to make it; an omission of a country does not necessarily signify that there is no fact.]

| Country. | 1903. Pounds. | Per Cent. of Total. |
|---|---|---|
| United States: | | |
| Continental | 815,972,000 | 35.51 |
| Porto Rico | 5,000,000 | .22 |
| United States (in North America). | 820,972,000 | 35.73 |
| United States (including Philippine Islands | 856,872,000 | 37.29 |
| Canada: | | |
| Ontario | 2,423,000 | .10 |
| Other | *a*8,000,000 | .35 |
| Canada | 10,423,000 | .45 |
| Cuba | *a*37,700,000 | 1.64 |
| Guatemala | 1,065,000 | .05 |
| Mexico | 29,156,000 | 1.27 |
| North America (*b*) | 899,316,000 | 39.14 |
| Brazil | *c*55,000,000 | 2.39 |
| Austra-Hungary: | | |
| Austria | 15,895,000 | .69 |
| Hungary | 134,567,000 | 5.86 |
| Austria-Hungary | 150,462,000 | 6.55 |
| Belgium | 9,685,000 | .42 |
| Bulgaria | 19,060,000 | .83 |
| Denmark | 342,000 | .02 |
| France | 57,466,000 | 2.50 |
| Germany | 72,911,000 | 3.17 |
| Greece | *c*14,000,000 | .61 |
| Italy | 12,188,000 | .53 |
| Netherlands | 1,771,000 | .08 |
| Roumania | 10,113,000 | .44 |
| Russia | *c*174,000,000 | 7.57 |
| Servia | 2,488,000 | .11 |
| Sweden | 1,706,000 | .07 |
| Europe | 526,192,000 | 22.90 |
| British India | *c*441,000,000 | 19.19 |
| Dutch East Indies: | | |
| Borneo | 163,000 | .01 |
| Java | 59,274,000 | 2.58 |
| Sumatra | 50,721,000 | 2.20 |
| Dutch East Indies | 110,158,000 | 4.79 |
| Japan: | | |
| Japan proper | 95,151,000 | 4.14 |
| Formosa | 1,010,000 | .05 |
| Japan | 96,161,000 | 4.19 |
| Philippine Islands | *a*35,900,000 | 1.56 |
| Turkey (*d*) | *a*110,000,000 | 4.79 |
| Asia | 793,219,000 | 34.52 |
| Algeria | 13,013,000 | .57 |
| Cape of Good Hope | *a*5,000,000 | .22 |
| Mauritius | 28,000 | (*e*) |
| Natal | 4,418,000 | .19 |
| Orange River Colony | *a*750,000 | .03 |
| Africa | 23,209,000 | 1.01 |
| Australia: | | |
| New South Wales | 596,000 | .03 |
| Victoria | 95,000 | .01 |
| Queensland | 69,000 | (*e*) |
| Australia | 760,000 | .04 |
| Fiji Islands | 74,000 | (*e*) |
| Oceania | 834,000 | .04 |
| Grand total | 2,297,770,000 | 100.00 |

*a* Unofficial estimate.
*b* Not including Philippine Islands.
*c* Average production.
*d* Including European Turkey.
*e* Less than .005 per cent.

## SOME SMOKING MYSTERIES EXPLAINED.

The reporter of a Denver newspaper overheard a group of men at a local hotel talking on the subject of cigars, which all were smoking.

"Say, Striblen," said one of the men, "you're a cigar salesman; tell me why it is that all smokers hold their cigars in the left side of the mouth."

"They don't," replied Striblen. "That is, all don't. It is only the right-handed men who do. Left-handed men hold their cigars in the right side of the mouth. The reason, I have been told, is this: It is natural with all men to make their 'lesser side' do what work it can to keep their 'stronger side' free that it may meet emergencies. If a man has a package to carry he holds it in his left hand if he is right-handed. If he is left-handed he holds it in his right hand. In either case the hand he has the most confidence in is free for emergency use. This same idea he stretches to cover the muscles of his lips. It isn't the possibility that he may need the muscles on the right side for emergency use that makes the right-handed man hold his cigar in the left side of his mouth—it's just that idea about his whole 'lesser side' that makes him do it."

## THE CHEMISTRY OF A GOOD CIGAR.

A chemist says he's analyzed a very good cigar,
And learnedly tells us just what its ingredients are:
Acetic acid, prussic, too, phenol and nicotine,
Some sulphuretted hydrogen, a dash of picolene,
Valerianic acid and ammonia, so he wrote,
With acid proprionic, and a trace of creosote.

But he didn't find the essence that will set a mind at peace,
And he overlooked the tincture that gives care a swift release;
He missed the oil of happiness that keeps the fire a-gleam,
And doesn't mention how the smoke will float you to a dream
Of happy days and good old friends, until in it you trace
The graces and the dimples of a well-remembered face.

He didn't find the reason why so many fancies are
Wrapped up in such a package as that very same cigar;
He found a small-sized chemist's, but somehow he couldn't catch
The comfort that one can secure if he applies a match;
And though he found the acids and the other queer-named stuff,
He couldn't trace the pleasure that there is in every puff. —*Chemist and Druggist.*


# CIGAR BAND NOVELTIES

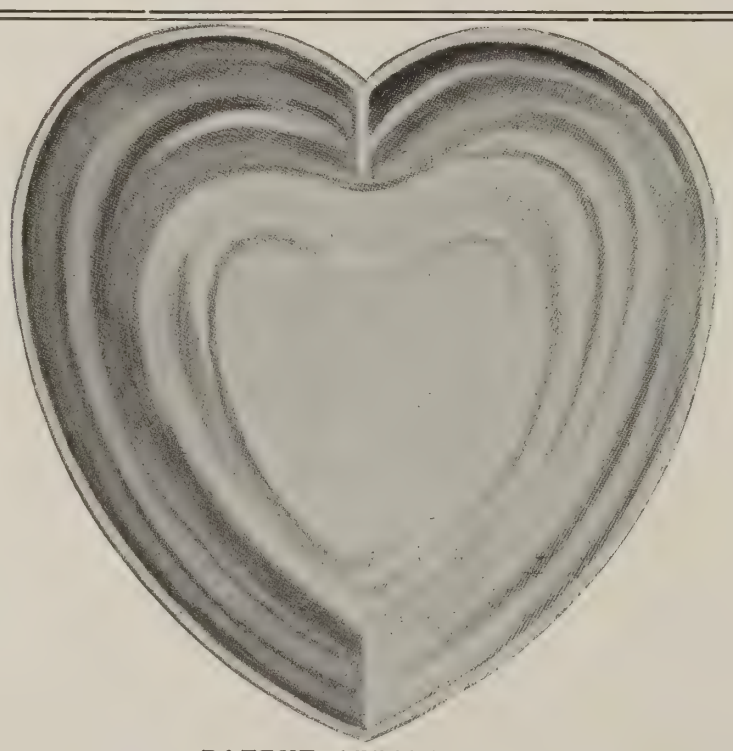
**The Most Fascinating Work of the 20th Century, Becoming More Popular Daily**

A large variety of shapes Patented and Controlled by us.

Some of our exclusive shapes include the Diamonds, Hearts, Oblong and Square Trays, etc.

Our packages contain only the best quality of imported Gold Leaf Cigar Bands.

Choice picture subjects contained in each package with full instructions for making these plates.



PATENT APPLIED FOR
**Price: $2.00 Per Dozen**

## PRICE LIST

Undecorated Plates, including felt for back, 4 inch, 75c.; 5 inch, $1.00; 5½ inch, $1.20; 6 inch, $1.80; 8 inch, $3.60; 9 inch, $4.00; 12 inch, $7.20 per dozen.

Undecorated Plates, with fine gold edge, including felt, 4 inch, $1.20; 4½ inch, $1.50; 5 inch, $1.80; 6 inch, $2.75; 7 inch, $3.50 per dozen.

Artistically Decorated Plates, large variety of subjects, $2.00, $3.50, $4.50, $6.00, $9.00 and $10.50 per dozen.

Fancy Shapes, with felt, undecorated, Diamonds, $1.75; Hearts, $2.00; Oblong Trays, $2.50; Square Trays, $2.00 per dozen.

Best Quality Imported Cigar Bands, in transparent packages, including center pieces, edging and foil, 75c., $1.20, $2.00 and $4.20 per dozen packages.

**ALSO A LINE OF PLAIN AND CORRUGATED FOIL IN ALL COLORS**

# HAVANA NOVELTY CO.

**Originators of Havana Art Work** **475 BROADWAY, NEW YORK CITY**

# TOBACCO TRADES EXPOSITION




"When It Rains Dollars, Hold Your Hat"

## The Independent Manufacturers' Opportunity

The Maximum of Profitable Publicity, at the Minimum of Expense, is offered to the INDEPENDENT MANUFACTURERS of Cigars, Cigarettes, Manufactured Tobaccos and Smokers' Goods.

The Active Co-operation of the Great Railway Systems of the United States and the Widest Publicity Ever Given any Trade Exhibition in New York insures,

## An Attendance of Fully Half a Million

It will afford an Object Lesson to the Smoking Public, such as was never before offered, and Teach them to Discriminate Between the Fine Independent Goods and the product of the Trust.

There was Never Before a Time When the Great Consuming Public was So Ready to Draw the Line in Favor of the Independent Manufacturers against the Trust, as they are To-day. The Wise Manufacturers who Avail Themselves of the Opportunity Offered by the **Great Tobacco Exposition** will Benefit by this Growing Sentiment, and Reap the Golden Harvest.

FULL PARTICULARS CHEERFULLY FURNISHED ON APPLICATION

TOBACCO TRADES EXPOSITION CO., FIFTH AVENUE AND 23d STREET, NEW YORK

# Marvelous Financiering

**How the Original Capitalization of the Tobacco Trust at Twenty-Five Million Dollars Has Grown to More Than Half a Billion**

*By C. FRED: CROSBY*

One of the questions frequently asked in the trade is, "What was the capitalization of the toabcco trust at its formation, and what is it to-day?"

The first half of this question is easily answered from the mouth of James B. Duke, the president of the American Tobacco Co., but the second half is far more difficult, because of the immense number of subsidiary companies which have their own individual incorporation and capitalization, and yet are affiliated with and controlled by the Trust, and are practically as much a part of the parent body as a man's fingers and toes are a part of himself. In some cases the connection between the subsidiary corporations and the Trust is open and avowed, as in the case of the American Snuff Co., the American Cigar Co., the P. Lorillard Co., and scores of smaller concerns, such as the Metropolitan Tobacco Co., the Spaulding & Merrick Co., the F. F. Adams Tobacco Co., Cameron & Cameron, the Reynolds Tobacco Co. and others too numerous to mention; while there are many more corporations whose connection with the Trust, while strongly apparent and generally believed to exist, is not admitted, and perhaps could not be legally established.

As a conspicuous illustration, there are probably few people in the trade that would think of seriously questioning that there is a direct connection between the American Tobacco Co. and the United Cigar Stores Co., and yet the officers of both corporations have strenuously and often denied the existence of such connection.

Then again, there are unquestionably a number of other corporations whose connection with the trust is hardly ever suspected by the trade at large, which are in reality just as much a part and parcel of the Trust as are the Havana American Co., the Havana Tobacco Co. or Henry Clay and Bock & Co.

It is a significant fact in this connection that one of the items in the balance sheet of the recent annual report of the Trust is an increase during the year of $9,259,443 in stocks of other companies owned by the Trust. It would undoubtedly make mighty interesting reading to the trade if a detailed statement could be obtained showing just what companies disposed of their capital stocks to the tune of nearly ten million dollars to the Trust during the past year.

**The original capitalization of the American Tobacco Co., upon its organization was $25,000,000, of which only one-fifth represented live assets.**

That was the amount testified to under oath by James B. Duke at an investigation conducted by a joint committee of the Senate and Assembly of the State of New York, appointed in 1897, to investigate trusts.

President Duke in course of his long examination at that time further testified that the original incorporators subscribed the modest sum of $10,000 in cash, and the charter granted by the State of New Jersey authorized a capitalization of $25,000,000; the stock was apportioned among the five different concerns that constituted the merger, as follows: W. Duke, Sons & Co. and Allen & Ginter, $7,497,000 each; the Kinney Tobacco Co., $4,998,000, and Wm. S. Kimball & Co. and Goodwin & Co., $2,499,000 each; there was also included in the original merger two concerns which were bought outright,—the James G. Butler Tobacco Works of St. Louis, manufacturers of plug tobaccos, and H. W. Myers, of Brooklyn, manufacturers of smoking and chewing tobacco.

J. B. Duke further testified that of the amount of stock divided among the five concerns, $5,000,000 was represented by live assets, and $19,990,000 by good will, trade marks, patent rights and contracts turned over by the different concerns.

The authorized capitalization was increased a few years later to $35,000,000, of which some $4,000,000 was promptly issued in connection with the absorption of the business of Marburg Bros. and G. W. Gail & Ax, of Baltimore, and a number of smaller concerns in different sections of the United States.



C. FRED: CROSBY, EDITOR OF "TOBACCO."

The capitalization began to increase by leaps and bounds about 1898, when one "absorption" followed another with startling rapidity. The most spectacular of these was the gathering in of the Union Tobacco Co., a combination ostensibly formed to fight the Trust, and which after corraling within its folds a number of the biggest plug tobacco factories in St. Louis, Louisville, Richmond and Detroit, sold out to the American Tobacco Co. interests. Two of the St. Louis concerns were extensive manufacturers of cigarettes as well as plug tobacco, and it was about this period that the Continental Tobacco Co. was formed to take over the entire plug tobacco business controlled by the trust, while the cigarette and smoking tobacco, as well as the cheroot and little cigar business of the combine was concentrated in the control of the American Tobacco Co.

The nucleus of the cheroot and little cigar business was formed through the purchase of the H. Whitlock Old Virginia Cheroot factory in Richmond and the Thomas H. Hall & Sons Between the Acts factory in New York, to which several other smaller concerns were subsequently added as opportunity offered.

The Continental Tobacco Co. was capitalized at $100,000,000, and the capitalization of the American Tobacco Co. was increased to $70,000,000 to take care of the numerous "absorptions," but the percentage of water was never less, and oftentimes more than the amount involved at the original organization, when, according to the sworn testimony of James B. Duke, $5,000,000 was for the actual live assets, and practically $20,000,000 for the intangible good will, trademarks, patent rights and contracts.

The rapid increase in capital from 1898 to 1903 was followed by a series of spectacular stock speculations, in which the Tobacco Trust securities were buffeted up and down in Wall street, in most extraordinary fashion. About this time there were scores of private stock tickers in the offices of the Trust at 111 Fifth avenue, and it was currently reported that James B. Duke and other individuals cleared many million dollars by the manipulation of Tobacco Trust securities.

The consolidation of a number of prominent snuff companies was effected early in 1900, and the American Snuff Co. was organized with a capitalization of $25,000,000, and has up to date probably proved the most profitable of all of the larger branches of the Trust, as it approaches much nearer to being an actual monopoly than the Trust has been able to attain in any other line of tobacco products.

Vast quantities of licorice are used in the manufacture of tobacco, and some years ago the Trust set about merging the larger firms engaged in the licorice business in one gigantic combination, and it was while Commissioner Taft was seeking to learn something about the control of the licorice business by the Tobacco Trust that the case of Edwin T. Hale reached the courts and led to the recent famous decision of the United States Supreme Court upon the authority of courts to compel trust officials to furnish testimony against the concerns with which they are identified. It is known that the Tobacco Trust so dominates and controls the licorice business as to seriously handicap independent tobacco manufacturers.

The Trust made its active entry into the cigar business in 1902, when the American Cigar Co. was organized and a few big factories acquired by purchase. The Trust later absorbed the Havana American Co., a combination organized in 1899 and consisting of nearly a dozen prominent clear Havana cigar factories located in New York, Tampa and Key West. Nearly all of the once famous brands controlled by the factories that made up the Havana American Co., which were once estimated to be worth several million dollars, have died on the hands of the Trust, and are forgotten by both the trade and the smoking public. The Havana American was originally capitalized at $10,000,000.

The trust finally absorbed the Havana Commercial Co., a concern which was originally organized by prominent New York and London financial interests to buy up a number of the most prominent cigar factories in Havana. The Havana Commercial Co. was originally capitalized at $20,000,000. The Havana Commercial Co. seems to have been the most unfortunate of all the Trust's many investments, as most of the world-famous brands which were acquired from the original owners of the factories are now dead, and where once they were worth millions, they are not worth a song at the present time.

When the treaty of peace was signed by James B. Duke and his associates, with D. and H. Wills, after the attempted invasion of England by the Trust, the Americans were allowed in terms of settlement $7,000,000 for the plants and good will of Ogden's, Limited, the corporate title of the concern under which they operated in Great Britain. They also took large holdings, understood to be considerably more than a

(*Continued on page 16.*)

# BEN-HUR



# CIGARS

1886-1906

**For Twenty Years**
**Have Been Satisfying**
**Smokers and Dealers**

Not only was it the first nickel cigar that fully gratified ten cent tastes, but through a score of years it has kept at the van head of quality and to-day is a cigar that is a business getter and a business retainer through its constant merit.

If you are not drawing dividends yet from Ben-Hur's goodness, it is because your show case fails to show them.

Place a trial order with your jobber, and write us for advertising matter.





**Gustav A. Moebs & Co.**

*Makers*

**DETROIT MICHIGAN**

## MARVELOUS FINANCIERING

(*Continued from page 14.*)

controlling number of shares in the British-American Tobacco Co., formed by the Americans and the Englishmen for the purpose of controlling the tobacco trade throughout the world, outside of Great Britain and Ireland, which was turned over to the Imperial Tobacco Co., in which James B. Duke and his associates became heavy stockholders by the terms of the treaty, and North America and the West Indies, which were allotted by the same treaty to the American Tobacco Co.

It will thus be seen how widespread are the ramifications of the Trust in directions in which it is practically impossible to measure the amount of capital, real and watered, involved.

As an illustration of the intimate relations existing between the American and English trusts, it may be cited here that the manufacturers constituting the English Trust controlled several brands of tobacco which enjoyed a considerable sale in the United States. After the treaty of peace had been declared the Trust began making imitations of these brands in the United States, and for some time they continued to sell them to unsuspecting members of the trade at the same price that had been paid while they were still imported, thus enabling the Trust, by this petty deception, to pocket the difference in the customs duty and freight, in addition to the difference in the cost of manufacture.

The latest financial statement of the Trust states its total present outstanding securities to be as follows:

| | |
|---|---|
| **Preferred stock** | $78,689,100 |
| **Common stock** | 40,242,400 |
| **Gold, 6 per cent. bonds** | 55,650,150 |
| **Gold, 4 per cent. bonds and unexchanged bonds of Consolidated Tobacco Co** | 63,489,100 |
| **Total** | $238,070,750 |

This, of course, does not include the capitalization of the subsidiary companies with their enormous additional capitalization in stocks and bonds. Among those which must be added to get any intelligent conception of the grand total of the concerns openly admitted to be controlled by the Trust there must be added the following concerns:

| | |
|---|---|
| American Cigar Co | $40,000,000 |
| Havana Tobacco Co | 35,000,000 |
| American Snuff Co | 25,000,000 |
| Havana American Co | 10,000,000 |
| R. J. Reynolds Tobacco Co | 10,000,000 |
| Manhattan Brier Pipe Co | 10,000,000 |
| International Cigar and Machinery Co | 10,000,000 |
| Health Tobacco Co | 10,000,000 |
| P. Lorillard Co | 5,000,000 |
| Blackwell's Durham Tobacco Co | 5,000,000 |
| American Tobacco Co. of Canada | 5,000,000 |
| MacAndrews & Forbes Co | 5,000,000 |
| Harry Weissinger Tobacco Co | 3,000,000 |
| S. Anargyros | 1,500,000 |
| Monopol Tobacco Works | 1,000,000 |
| Luhrman & Wilburn | 1,000,000 |
| Kentucky Tobacco Product Co | 1,000,000 |
| F. F. Adams Tobacco Co | 500,000 |
| B. Leidsdorfer & Co | 500,000 |
| Spaulding & Merrick | 500,000 |
| | $178,500,000 |
| American Tobacco Co | 238,070,750 |
| Total | $416,570,750 |

In this summary no account is taken of a number of the big concerns that have been quietly absorbed, and no announcement made as to the capitalization, such as Cameron & Cameron, the Reynolds Tobacco Co., Butler & Bosher, the Rucker & Witten Co., nor is any account made of such concerns as the Metropolitan Tobacco Co. and other jobbing concerns in which the Trust has a controlling interest. These and the Trust holdings in foreign concerns, leaving out of the question its probable interests in the United Cigar Stores Co., the Royal Co., the National Cigar Stands Co., and the recently incorporated $10,000,000 United Chemists Co., would easily carry the Trust capitalization well above the half billion mark, making it easily the biggest of all the trusts with the single exception of the United States Steel Co., which has a total capitalization, including bond issues, of more than a billion and a quarter.

In this connection it may be interesting to compare the capitalization of some of the other big trusts with that of the Tobacco Trust. Here are a few:

| | |
|---|---|
| Standard Oil Co | $97,500,000 |
| Sugar Trust | 90,000,000 |
| International Harvester | 120,000,000 |
| Amalgamated Copper | 153,888,000 |
| American Telegraph and Telephone Co | 174,883,500 |
| Tobacco Trust, more than | 500,000,000 |

It will be seen that the Tobacco Trust capitalization is almost as great as the combined capital of the five big concerns mentioned above. The capitalization of the Northern Securities Co., the big railroad merger of two great transcontinental railway systems, which was declared an illegal combination by the court, was $350,000,000, or more than $150,000,000 less than that of the Tobacco Trust.



FIELD STAFF OF LARUS & BRO. CO., RICHMOND.

F. P. Gary, J. E. Parrish, E. T. Keeton, J. R. Carney, W. Williams,
G. E. Roberts, W. E.Russell, V. Newman, E. M. Tanner,
J. J. MacDonough, Geo. Priest, M. Greenwald, T. M. Powers,
J. A. Macmaster, E. G. Hunter, H. S. Gill, C. E. Johns,
E. U. Harrington, P. L. Reed, C. D. Larus, W. T. Reed, C. D. Larus, Jr.

## THE AMERICAN CIGARETTE IN ENGLAND

**Pioneer Who Introduced Them Some 30 Years Ago Tells of the Way He Made Them Popular.**

In a little less than thirty years the English people have become a great cigarette consuming nation, and it has largely come about through the efforts of an enterprising American to introduce and popularize American-made cigarettes.

Previous to the appearance of John Morgan Richards in London in 1876, cigarette smoking was comparatively rare in England. Limited quantities of expensive Turkish and Egyptian goods, and a still smaller quantity of Russian cigarettes, were imported, but these were beyond the reach of ordinary smokers. There was not at that time a cigarette factory in all England, while now they are numbered by the score, with an aggregate annual output running into billions.

John Morgan Richards, in some recently published reminiscences, tells how he made American cigarettes popular in London, where he established himself in 1876 and undertook the exclusive agency in Great Britain and the British colonies for J. F. Allen & Co.'s American cigarettes and smoking tobacco. At that time there was not a single American cigarette sold in Great Britain. Mr. Richards had the handling of Allen & Ginter's cigarettes for about ten years and also those manufactured by the old firm of W. Duke & Sons. Speaking of the beginning of his campaign, Mr. Richards says:

"Although considerable advertising was at once resorted to, and travelers were employed to call upon retail tobacconists, I found the cigarettes made no headway, and the Richmond Gems were absolutely refused, though they were the product of an eminent Virginian firm. The smoking of cigarettes of any sort was extremely limited—Englishmen did not care for cigarettes.

"But I was determined not to be beaten, and as a last resort I conceived the plan of offering to purchase a tobacco dealer's license for every chemist in the United Kingdom who would place the American cigarettes on their counters and undertake their sale. In a short time this proposition turned out highly successful, and the chemists themselves were greatly pleased with the result; and then the retail tobacconists, who had turned their backs upon us, suddenly awoke to the fact that the American cigarettes were appreciated and required in their country, and they had no choice but to stock and sell the Richmond Gem cigarettes.

"As soon as the retail dealers came to this conclusion I decided to give them the utmost support by advertising, and in this I was backed up by the firm in Virginia.

"Just at that time we produced as a poster and showcard the now well-known old Quaker smoker, wearing a broad-brimmed hat, who soon made acquaintance and won his way to the hearts of all British smokers. This was copyrighted for Great Britain and the United States, and to-day remains the principal trade mark of the various brands of tobacco manufactured by Allen & Ginter, the Richmond Gem tobacco and cigarette manufacturers.

"The first welcome given to these cigarettes did not come from the west, but the east of London, and dealers in the west doggedly refused to take up the sale.

"Thereupon a tobacco shop was rented at the

Piccadilly corner of the Circus, and styled The Ole Virginny Tobacco Shop. The windows were dressed in the most attractive form, and in a short time the brand became the fashion. Then the cigarettes crept into the hotels, clubs and public-houses, and everybody began to demand the Richmond Gem cigarettes and tobacco.

"Allen & Ginter held the monopoly of American cigarettes for perhaps two years, but at the end of that time the demand for cigarettes became so enormous that every tobacco manufacturer in the United States entered the market, and began turning out cigarettes, shipping them to England. English manufacturers began the manufacture also."

## A CIGAR-SMOKING MACHINE

**Interesting Experiments for Developing Tobaccos Especially Suited for Cigar Manufacture.**

The Department of Agriculture at Washington is conducting a series of experiments which are expected to determine with mathematical exactness the comparative values of different varieties and grades of tobacco for the manufacture of cigars. The object of these experiments is to produce and propagate a superlative domestic tobacco that can be grown in Connecticut, or Ohio, or South Carolina, or Texas, with equal facility, and that can be made up into cigars that may be sold at a price that will not intimidate the poorest purse.

To avoid endangering the health and lives of the experts engaged in the tests, a machine is used that was invented by Dr. W. W. Garner, an assistant in the Bureau of Plant Industry. He conceived the idea of employing the regular flow of a small stream of water through connecting tubes, by which operation air would be drawn through the cigars just as is done by a smoker. Carrying out this idea his cigar-smoking machine consists of simple glass tubes of graduated lengths arranged with openings into which cigars are placed, one above the other, so that when burning each one is subject to precisely the same external conditions. The other end of each tube runs into a bottle containing dilute sulphuric acid, which takes up obnoxious fumes from the outlet. At some little distance is an aspirator which automatically fills with water. When filled a syphon begins to draw off the water. A check valve is provided to prevent air from escaping while the aspirator is filling. This prevents a back draft upon the cigars while the machine is "smoking." The syphon attachment is so arranged as to require thirty seconds for filling the receptable and ten seconds for emptying it. This results in simulating, very accurately, the human tobacco smoker's habit, making a ten-second draw through the cigar and a half minute intermission between the puffs.

In conducting the experiments, which are under the general direction of Prof. B. T. Galloway, Chief of the Bureau of Plant Industry, every detail is noted affecting the three component parts of a cigar—filler, binder and wrapper—with the object of determining by scientific means just what influence each has on a cigar's value to the smoker. To make complete record of the work, Prof. Galloway studies not only the rapidity of burning, but the character of ash and the evenness of the progress of combustion. Each cigar is labelled and numbered, and the report of the investigations gives every detail of the characteristics it has developed in the test.

One series of experiments that was completed recently was made with twelve cigars, all alike in their outside cover of wrapper and binder, the filler alone being different. Three cigars each had filler, respectively, of Cuban, Texas, Ohio and South Carolina tobacco. All were subjected to the same test. The Cuban filler produced an even burn on each of the three cigars, while the others were erratic, the last-named producing the most uneven burn. Through the arrangement of the tubes in graduated lengths, the heat arising from one burning cigar cannot affect the combustion of the cigar in any other tube.

At the same time another test was made to discover the shape of the ash and its texture, and to keep the record of this photographs were taken before the cigar butts were removed from the smoking machine.

PROF. GALLOWAY DESCRIBES THE EXPERIMENTS.

Speaking of these experiments Prof. Galloway says:

"Types of tobacco vary greatly on the same soil. This is especially true of wrapper tobacco. In order to determine definitely the quality of leaf to grow to obtain the same type in succeeding years we have all the strains marked by numbers, and keep a record of the period of growth, the results of handling in barns, where it is cured by the sweating process, the fermentation, which gives it its aroma, and all such items of interest to the tobacco producer and scientist. As the final test we make use of this machine, which smokes five cigars at a time, watch accurately the burn of each specimen, and, if it is good, save the seed of the plant listed under that particular number, put it out next year, and develop that strain under the best conditions.

"If there is too much lime in the soil it results in producing a tobacco which would be distinguished in the finished cigar by a scaling ash. Then again some wrappers would not burn at all. These we call asbestos wrappers, and of course they are not kept for further growing, but are cast aside in favor of the plant which has shown better characteristics. When we find a thoroughly first-class ash we trace back its ancestry, and grow all we can of that type the next season. This we keep repeating from year to year until we get the best kind of tobacco for cigarmaking purposes."

Being asked whether or not, in making these inquiries, he found any "black sheep" in the tobacco ancestry, Prof. Galloway said:

"Yes, at first a large per cent. are black sheep, but we get rid of them without delay. As the work progresses we get from 85 to 90 per cent. true to type. As a general thing the good specimens can be developed in three or four years, if the seed is grown under bag, so as to prevent contamination from other plants of less worthy characteristics. When we have developed a plant of this sort, we find that it has a uniform tendency, while others that have not been specially cultivated show other defects when put into

(*Continued on page 18.*)

PURE HAVANA—ALL OF IT!

LITTLE LOVERAS

A short Havana smoke for the man who buys good cigars




JOSE LOVERA COMPANY

TAMPA

AND

NEW YORK

Packets of 10
25 CENTS

NEW YORK OFFICE
232-234 E. 73d Street

## A CIGAR-SMOKING MACHINE

(*Continued from page 17.*)

the testing machine. Sometimes there is a lack of balance in the chemical constituents, in both wrapper and filler, of the cigars tested, but by combining the materials in all possible ways, we can readily determine the weak part which requires strengthening in order to bring the species up to the highest standard."

The Department of Agriculture has been endeavoring to make its investigations sufficiently broad to interest growers of tobacco in the various parts of the country, and has sent out its experts to give lectures and hold experiments in tobacco-growing regions.

## THE BOTANY OF TOBACCO

**Comparatively Few of the Fifty or More Varieties Are Cultivated for Commercial Use.**

The tobacco of commerce consists of the variously prepared leaves of several species of *Nicotiana,* a genus of the *solanaceae,* or nightshade family. There are about 50 species of *Nicotiana,* but only a few are cultivated for tobacco.

"They form," according to the Encyclopædia Britannica, "two well-defined groups, the first of which is characterized by the possession of an elongated corolla tube, red in color, the plants having a single unbranched stalk which attains a height of from four to seven feet; while to the second group belong such as have a swollen corolla tube of a greenish-yellow color, and a much-branched stem reaching a height of only from two to five feet. The type of the first group is the Virginian Tobacco, *Nicotiana Tabacum,* while the best known representative of the second is the green tobacco, *Nicotiana rustica.* These two species, together with their numerous varieties, and with the Persian tobacco, *Nicotiana persia*—the source of the famous Tumbeki or Shiraz tobacco —are the sources of commercial tobacco."

*Nicotiana rustica,* sometimes called English tobacco because it was the first kind cultivated in England, is a native of tropical America, and "has ovate petioled leaves, and dull greenish yellow flowers, which are much smaller than the *Nicotiana tabacum.* As its leaves in drying retain much of their color, it is sometimes called green tobacco, and being earlier and more hardy, it is better suited to northern localities than the common species; it comes to maturity in Canada, and is cultivated in northern Germany, Sweden and Russia and various eastern countries." According to some authorities, the tobaccos of Hungary, India and Latakia are of this species.

Shiraz and Turkish tobaccos are noted for their mildness, and therefore, they are great favorites with many smokers.

Nearly all authorities mention *Nicotiana fructicosa* and *Nicotiana repanda* which are cultivated in Cuba, and *Nicotiana quadrivalvis* and *Nicotiana nana,* formerly cultivated by the Indians near the upper Missouri. Indian tobacco is an altogether different plant, and is properly known as *Lobelia inflata.*

Towering high in importance above all other species, is *Nicotiana tabacum,* from which the greater proportion of the tobacco of the world is derived. It is cultivated in Cuba, the United States, Philippine Islands, Porto Rico, Mexico and other countries, and is "a coarse rank-growing annual, with a simple unbranched cylindrical stem which attains a height of six feet and upwards, terminating in a panacle of pink flowers. It has alternate simple oblong lanceolate leaves, those at the lower part of the stem being slightly stalked, and of large size, reaching to two feet in length, while the upper are semi-amplexicaul and of variable outline. The seeds are brown in color, with a rough surface, of minute size, and exceedingly numerous, as many as 40,000 having been counted on a single plant. The whole of the green parts of the plant are covered with long soft hairs which exude a viscid juice, giving the surface a moist glutinous feeling." The leaves are from six to 20 inches long, and from two to six inches wide.

Tobacco flourishes in various regions of the earth, and in climates and soils that are extremely dissimilar. The quality of the tobacco depends greatly upon the climate and soil; and such is the difference in the leaf raised in different sections of the United States, that a good judge can tell in what part of the Union a given specimen was grown. The leaf produced in the Connecticut valley is large, thin, extremely fine and silky, and admirably adapted for cigar wrappers; but, as it is deficient in flavor, efforts have been made to improve it by planting seeds from Cuba and other countries; but, after a few seasons, the plants became like those long raised in the valley; consequently all efforts to permanently improve the quality or flavor have ended in failure.

Some countries have a monopoly of certain grades of tobacco, as some countries have a monopoly of certain kinds of wine.

## A DAILY EDITION OF "TOBACCO"

**Splendid Achievement of Recognized Trade Organ at the Tobacco Exposition.**

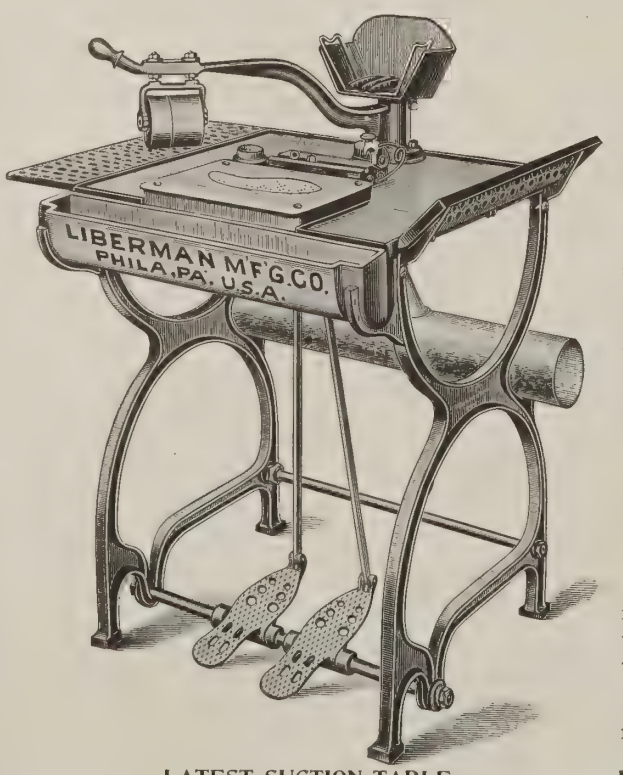
One of the notable achievements of TOBACCO, which set the entire trade talking at the great Tobacco Exposition of 1905, was the publication of a superbly illustrated 20-page daily edition, containing the complete news of the big show from day to day. It was such a stroke of enterprise as the trade has learned to expect from TOBACCO, and it is hardly necessary to add that it left all of TOBACCO'S would-be contemporaries far in the shade, and praise was showered upon the DAILY TOBACCO from every hand. An enormous daily edition was printed to supply the news of thousands of visitors to the Exposition, and in addition that thousands of copies were mailed to the trade in all parts of the world.

For 20 years TOBACCO has been recognized as their guide, philosopher and friend, by the leading jobbers and retailers throughout the United States. It is preeminently the paper for the men who distribute and sell cigars, cigarettes, manufactured tobacco, pipes and smokers' articles, and its circulation among them is far larger than that of all other publications combined.


USE THE LIBERMAN SUCTION MACHINE

THE SIMPLEST AND MOST PRACTICAL TOOL FOR CIGAR MAKING

ADOPTED BY LEADING MANUFACTURERS




LATEST SUCTION TABLE

**Distinctive Points of Merit**

The cutting rollers are equipped with ball bearings that they only produce enough pressure to cut the leaf, maintaining a sharp edge on the die and **assuring a perfect clean cut.**

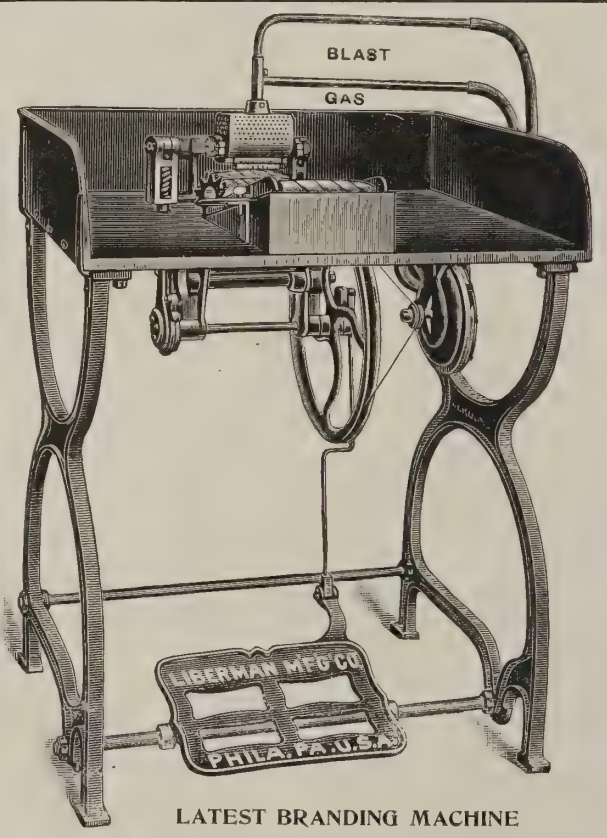
After the leaf has been cut, a slight depression with the right-foot pedal will lower the die even with the table, thus making a perfectly smooth and rigid surface, **enabling the operator to roll with the full palm of the hand, instead of pushing the cigar along with the finger tips.**

Changing of the die to any shape or from right to left, or the reverse, is a simple matter on this table and **can be done within two minutes.**

These points of merit, coupled with many others, have won for this table the high standard of excellence maintained to-day.

We stand ready to prove our statements.

**Palm Rolling Essential to Hand Work**




LATEST BRANDING MACHINE

**Distinctive Points of Merit**

This branding machine has a capacity of seventy per minute.
Breaks no cigars.
Can be operated by either foot or power.
Burner collects no soot, and always shows a blue flame.

CORRESPONDENCE CORDIALLY INVITED

THE LIBERMAN MANUFACTURING CO. 812 and 814 WINTER STREET PHILADELPHIA, PA., U. S. A.

# THE OLD RELIABLE




Made by THE BANNER CIGAR MFG. CO., DETROIT, MICH.

# TOBACCO MANUFACTURE IN RICHMOND

**Principal Centre for the Making of Cut Plug Smoking and High Grade Burley Smoking Tobacco.**

*(Written Especially for the Anniversary Number.)*

It has been said that one-quarter of the population of Richmond is dependent on the tobacco manufacturing business for a living. Be that as it may, it is safe to assert that 5,000 to 6,000 persons are employed in the industry in the capital of the Old Dominion.

The value of this industry to the commercial prosperity of the community is almost incalculable, and although it has steadily grown to enormous proportions, it is still on the increase.

The total output of the Richmond factories, in tax paid tobacco last year, was 17,169,026 pounds. This does not include exported tobacco, cigars, little cigars or cigarettes.

A glance at the figures for the three preceding years shows the advancement made. In 1904 the output of tax paid tobacco was 14,885,293 pounds; in 1903, 13,872,663, and in 1902, 13,801,805.

So far this year the trade shows a material increase and the prospects are bright for a larger output than in last year.

Richmond has nine independent tobacco manufacturing establishments in addition to the local plants of the Continental Tobacco Co. and the American Cigar Co.

The independent factories are: R. A. Patterson Tobacco Co., Larus & Bro. Co., United States Tobacco Co., J. G. Dill, J. N. Cullingworth, Spicer, Son & Co., T. T. Mayo, Falke Tobacco Co. and the Richmond branch of the Surbrug Tobacco Co.

In spite of the fact that the trust has absorbed a number of large independent factories in Richmond, the output of the remaining independents to-day is larger than was that of the independent establishments before the absorption process began. And the output of the trust factories in Richmond also has increased. Up to twelve or thirteen years ago there was not a trust factory in Richmond.

The history of tobacco manufacturing in Richmond dates back to the very beginning of the industry in this country, for in Richmond was located the first establishment of the kind. Remarkable changes have been wrought in the manufacturing processes since then, especially in the last half century and particularly within the last two decades. Up to fifty years ago merchants came to Richmond to buy their stocks of manufactured tobacco just as they came to buy other commodities. Then the manufacturer was not bothered with grades or brands. He made up his tobacco in bulk and sold it to the merchant in big lots, 1,000 pound orders being nothing unusual.

Even up to 1885 manufacturers dipped tobacco by hand and dried it in the air, principally on their roofs. When it began to rain they had to hustle up and carry the sticks with the tobacco down stairs under cover. Nowadays machinery does the dipping, as it does so many of the other processes that used to be done by hand.

Richmond ranks seventh among the cities of the United States in point of output in pounds. It was much more the tobacco center when all the weed grown was in Virginia and the Southern States. In later years other sections, Ohio and Kentucky, for instance, have taken up the growing of burley, and this has had much to do with changing the conditions.

Richmond, however, is the principal center for the manufacture of cut-plug smoking tobacco, and it puts out more high-grade burley smoking tobacco than all the rest of the United States. An important feature of the business is the fact that Richmond seems to be the only city in the United States that has been able to produce successfully a satisfactory brand of cut plug tobacco.

Prominently identified with the growth of the industry in Richmond, and known and beloved by the trade from one end of the land to the other, is Dr. R. A. Patterson, the founder of the business of the R. A. Patterson Tobacco Co. and the oldest tobacco manufacturer in the United States. In 1846, exactly half a century ago, he withdrew from his partnership with the late T. C. Williams, and established business for himself in a small building on Seventh street, across the street from the present mammoth factory.

At that time the following other gentlemen, all of whom have passed away, were engaged in the business, having plants of their own: James Thomas, Archibald Thomas, E. T. Pilkington, who put up the celebrated "Fruits and Flowers" smoking tobacco, which is still enjoying a large sale, and is manufactured by Larus & Bro. Co., also J. K. Childrey, Mr. Hargrove and Mr. Lettier.

The business established by Dr. Patterson has grown so successfully that now the company employs 850 persons on an average. Although he has reached the age of 80 years, Dr. Patterson still goes to the factory regularly every day, and is enjoying unusually good health.

C. M. Bowers.

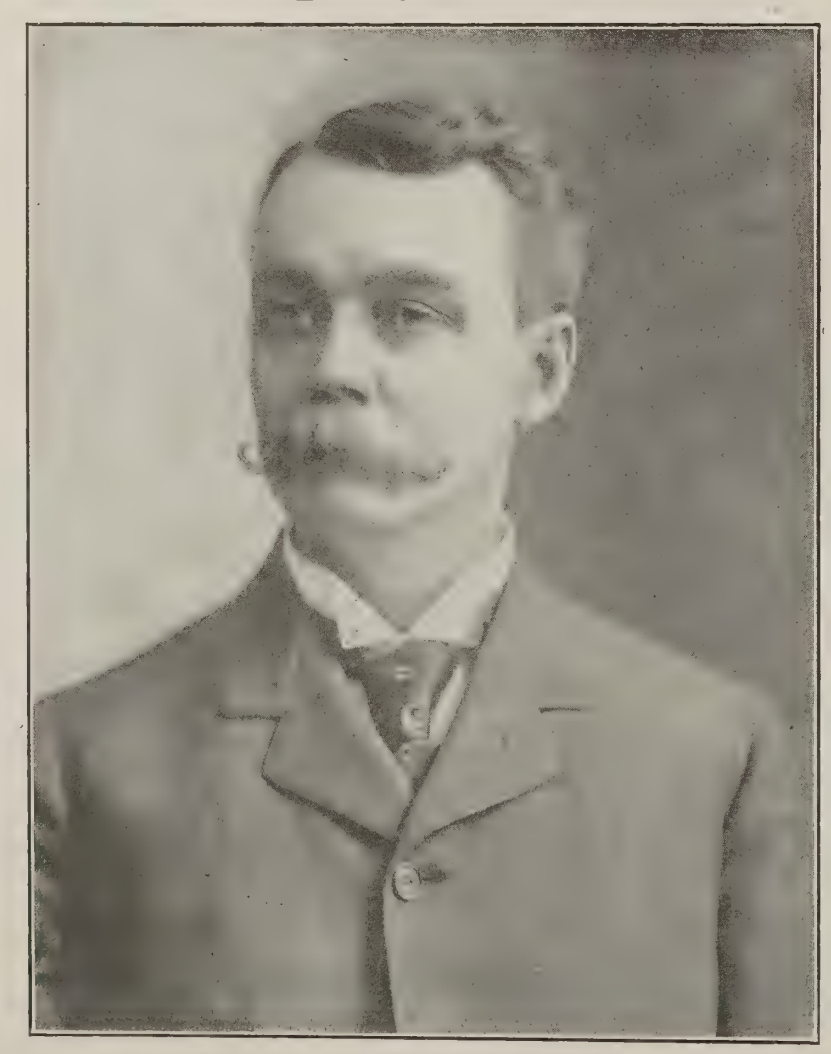
## EUROPEAN MONARCHS AS SMOKERS.

Nearly all the rulers of the various countries of Europe are addicted to the use of tobacco, and a writer in the Paris *Figaro* tells the following regarding the habits of some of them:

"The King of England almost always has a cigar in his mouth, but when with his intimate friends he puffs a short briar-root pipe. The Emperor of Germany is forbidden by his physician to touch tobacco, but sometimes he lights a cigarette and throws it away when half smoked. King Carlos of Portugal smokes superb cigars, olden, brown and fragrant and of Portuguese make. Alfonso XIII. of Spain prefers cigarettes to cigars, and Nicholas II. of Russia consumes daily about thirty cigarettes of the Russian variety. Emperor Francis Joseph of Austria, in spite of his advanced age, smokes a pipe from morning to night, and King Leopold of Belgium smokes about twelve cigars a day. Victor Emanuel III., King of Italy, smokes very little and is satisfied with a few cigarettes daily, but King Oscar of Sweden does not use tobacco at all."

It is the testimony of prominent manufacturers and jobbers that they much prefer to do business with the enterprising dealers who are regular readers of Tobacco.

I AM RESPONSIBLE FOR THEIR QUALITY



**5 Havana Cigars for 15c**




TRADE-MARK REGISTERED 1874

ESTABLISHED 1869

WM. E. PARSONS & CO., 101 WATER ST. NEW YORK




¶ When you see a Tom-Cat with his whiskers full of feathers do not say "canary," he'll take offense!—Fra Elbertus.

ARE YOU "AGIN THE TRUST"? IF SO

# TRADE WITH INDEPENDENT MANUFACTURERS

who take a pride in their brands, and put a personality in their business that no soulless trust can possibly have.

WE MAKE SEGARS THAT SELL.
WE WEAR NO MAN'S COLLAR.

# JOHN W. MERRIAM & CO.

## THE ROYCROFT SEGAR SHOP

"AT THE SIGN OF THE BULL DOG" which is in "the house that Jack built" at the corner of MAIDEN LANE and WATER STREET, NEW YORK

# Relation of the U. S. Government to the Tobacco Industry

**Tobacco Has Furnished a Large Part of the National Revenue in Times of Emergency and in the Past the Government Has Fostered the Industry by Import Duties and Through the Department of Agriculture**

*Written Especially for the Anniversary Number by*
***Dr. Frank R. Rutter***
*Assistant Chief of the Division of Foreign Markets, Department of Agriculture, Washington, D. C.*

TOBACCO AS A REVENUE PRODUCER.

The tobacco industry and the National Government are mutually dependent. To the expenses of the Government tobacco contributes largely—more than any other commodity except liquors. And on the other hand the United States protects the tobacco industry from excessive foreign competition, it records the statistics of production and trade, it surveys the country to denote the soils and climate most suitable for culture, and by costly experiment it points out the means of improving the quality of the product and of lessening the expense of curing and manufacture.

If the postal receipts, which are fully expended in the service rendered, be deducted from the total, it will be found that nearly one-half the national revenue is contributed by liquors and tobacco. The share of tobacco alone in 1905 was over $68,000,000, about one-tenth of the entire revenue, or over 12 per cent. of the revenue exclusive of the post-office proceeds.

But not only is tobacco a mainstay of the government in time of peace—it furnishes willingly when needed the sinews of war. The beginnings of the excise on tobacco as an important source of revenue date from the Civil War. Twice before that time, indeed, when money was needed to maintain the Union, resort was had to taxes on the domestic industry. The first time was in 1794, three years after the unpopular tax on spirits had occasioned the Whisky Insurrection. The proceeds from the tobacco tax, which remained in force but two years, were absurdly small, amounting in the aggregate to only $26,961. When resort was had to internal revenue taxes for the second time, during the War of 1812, the financial results were somewhat more satisfactory. But from 1817 to 1862 the meagre financial requirements of the nation and the unpopularity of the tax on domestic industry left distilling, brewing, and tobacco manufacture exempt from all taxation.

To-day, when the excise on these articles of voluntary use is accepted as among the most equitable and satisfactory of taxes, it is somewhat difficult to understand the ante-bellum aversion to this means of raising revenue. Three factors were responsible for this sentiment: (1) The Revolutionary hatred of taxes, which customs duties, because of their indirect character, alone avoided; (2) the extreme fear of Federal encroachment on State's rights, which the Civil War finally dissipated; and (3) the highly unsuccessful methods of collecting the internal taxes, resulting in extensive frauds and evasions, and a cost of collection disproportionate to the proceeds.

In the face of the extreme need of revenue during the Civil War, the prejudice against internal taxes was overcome. The excise on tobacco, with numerous other taxes, went into effect in October, 1862, and with changes in rate has remained continuously in force. But experience was lacking to fix the rate wisely or to collect it generally and economically. In the endeavor to make the tax equitable various grades were established, depending on the market price (exclusive of tax), and under financial stress the rates were soon carried much higher than the point which would yield the maximum revenue. As a result enormous quantities either escaped taxation or were assessed at lower rates than were prescribed.

It was not until 1868 that the tax was simplified, the rates reduced, and by the introduction of stamps a satisfactory check provided to insure payment. Six years' experience, with great loss of revenue when most needed, was thus required to evolve a system of collection that made the tax equitable and profitable. In 1870 the tobacco tax yielded over $30,000,000; two years earlier, with higher rates in force, less than $19,000,000 were collected.

During the last twenty-five years it has been possible to fix the rates according to the revenue needed. Reductions were made as less revenue was required. But during the Spanish War the tobacco trade was again called on for greater financial aid. From 1898 to 1901 the tax on cigars was temporarily raised 20 per cent., on cigarettes 50 per cent., and on smoking and chewing tobacco and snuff 100 per cent. As a consequence, the internal revenue tax on tobacco was increased from less than $31,000,000 in 1897 to over $62,000,000 in 1901. In the latter year foreign tobacco and cigars contributed to the customs receipts about $17,000,000, making the entire contribution of tobacco to the national revenues reach $80,000,000 out of a total of $700,000,000.



SCENE IN LA VIOLETA CIGAR FACTORY, MEXICO.

THE CONSUMER BUT LIGHTLY BURDENED.

In 1905, under lower rates, the domestic industry used nearly $46,000,000 worth of revenue stamps, and foreign tobacco paid on importation about half that amount. In the aggregate and in importance to the Federal treasury these amounts are large; but to the user of tobacco the burden is comparatively light. On 100 cigars the contribution is 30 cents, on a package of good cigarettes about 1 cent, and on a pound of smoking tobacco 6 cents. It is extremely doubtful if the average consumer feels these taxes at all, except possibly through obtaining a slightly lower grade or smaller quantity than he would otherwise receive for the same price. The buyer of one cigar or an ounce of tobacco contributes only one-third of a cent—too small a sum to be noticed when charges are fixed on a basis of 5 cents and its multiples. The buyer in larger quantities may pay a price higher than it would be if no tax were imposed; but he is usually able to pay it without inconvenience, and the charge is still lower than the price for smaller quantities.

Some may object that the poorer consumer, who buys a single cigar, a small bag of smoking tobacco, or a piece of chewing tobacco actually contributes most heavily through obtaining a poorer quality, while the large purchaser has the tax discounted through the reduction in price when a box of cigars or a quantity of tobacco is bought. This objection seems stronger when it is urged that there is no difference in the tax according to quality or price. This possible inequality is, however, fully obviated by the customs on imported cigars and tobacco. The better grades require the use of foreign leaf in different proportions, and so pay an additional duty varying in amount.

It is certain that the internal revenue tax does not operate to decrease consumption, although it may retard the natural increase in consumption and it may determine to some extent what form of tobacco shall be more largely used. Even the considerable increase in taxes during the Spanish War did not result in any decrease in the average per capita consumption. It is noteworthy, however, that after the reduction of the rates in 1901 a rapid increase may be observed. A user of tobacco is not likely to buy less because of any slight increase in price or loss in quality; but with any cheapening of the product, either directly or through improvement in quality, he is likely to use more.

PER CAPITA CONSUMPTION IN DIFFERENT COUNTRIES.

Unfortunately the report of the Commissioner of Internal Revenue does not show the per capita consumption of tobacco, but it gives the factors from which the consumption may readily be calculated. For the purpose of indicating in a general way the effect of the increased duties in effect during the fiscal years 1898-1901, the following statement has been compiled. No separate figures are given, as will be observed, for 1898 and 1899. The prospect of increased taxes led to the entry of large quantities during the last part of the fiscal year 1898, which were not intended for actual use until after the close of that year; consequently the apparent consumption of 5.21 pounds of leaf tobacco per capita in 1898 is misleadingly large, and that of 4.36 pounds in 1899 correspondingly small.

*Estimated per capita consumption of tobacco, including cigars and sigarettes, reduced to the equivalent in leaf.*

| Year ending June 30. | Pounds. |
|---|---|
| 1890 | 4.75 |
| 1895 | 4.67 |
| 1896 | 4.74 |
| 1897 | 4.73 |
| 1898 } 1899* } | 4.78 |
| 1900* | 4.92 |
| 1901* | 5.13 |
| 1902 | 5.20 |
| 1903 | 5.44 |
| 1904 | 5.57 |
| 1905 | 5.59 |

*Years during which higher taxes were in force.

From 1890 to 1897 little change in the per capita consumption is to be observed. In 1898 to 1901, notwithstanding the increased taxes in force, some increase occurred, which became more marked after the

return to the lower rates. In the fiscal year 1902, the lower rates on cigars and cigarettes were restored, but only a partial reduction took place in the tax on smoking and chewing tobacco, the full reduction coming into effect after the close of that year. Without doubt the more general prosperity enjoyed after 1897, rather than any change in taxes, is the primary cause of the marked increase in consumption during the last few years.

We have seen that in 1904 and 1905 over 5½ pounds of leaf tobacco per capita were required for the manufacture of cigars, cigarettes, smoking and chewing tobacco, and snuff. Approximately one-third of the total population consists of males at least 15 years old. If we assume that such persons represent the total number of tobacco users, we shall undoubtedly over-estimate rather than under-estimate the number. On that basis each person who uses tobacco consumes annually 16 pounds of leaf. That quantity of leaf tobacco when manufactured furnishes an average weekly consumption of 4¾ cigars, ½ small cigar, 2 1-3 cigarettes, and 4 ounces of smoking and chewing tobacco for each man or boy not less than 15 years old in this country.

The United States far surpasses other countries in the quantity of tobacco used. As compared with 5½ pounds a year for each person in this country, the average per capita consumption in German is 3.44 pounds annually, in Austria 3.02 pounds, in France 2.16 pounds, in the United Kingdom 1.95 pounds, and in Italy only 1.06 pounds. On the average, the German and Austrian thus uses only three-fifths as much tobacco as the American, the Frenchman and Briton less than two-fifths, and the Italian only one-fifth.



PLANTATION OF CAYEY-CAGUAS TOBACCO CO. IN CAGUAS VALLEY, PORTO RICO.

GOVERNMENT TOBACCO MONOPOLIES.

The means employed by foreign countries to obtain revenue from tobacco differ widely from those in force in the United States, largely because none of the other countries named are large growers of tobacco. The internal revenue tax in this country is low as compared with the import duty, yet the former yields twice the proceeds of the latter. In the United Kingdom, on the contrary, all the tobacco used is imported, and the revenue is collected in the form of customs duty. In Germany as in other Continental countries tobacco is a minor crop, and the import duties collected by Germany are nearly five times as large as the excise. France, Italy, Spain, Austria, Hungary, and Roumania make tobacco manufacture a State monopoly, the profits from which enrich the national treasury. It is not feasible to measure accurately the real contribution of consumers; for if the monopoly is conducted as economically as it would be in free private control, the proceeds include what otherwise would be private profits. If, on the other hand, the monopoly is not efficiently administered, the actual contribution of consumers may be really far greater than the returns to the treasury would indicate.

Assuming, however, that the monopoly profits represent in a general way the tax on consumers, and thus correspond to the internal revenue and customs duties in the United States, the United Kingdom, and Germany, it is of interest to see how much is contributed by tobacco users in different countries. Notwithstanding the much higher average consumption in this country than in Europe, the average per capita contribution is much lower than in any of the other countries named, except Germany. Taking account of both the internal revenue and customs receipts, the average contribution in the United States is only 82 cents per capita. In the United Kingdom the import duty on tobacco and cigars is $1.49 per capita. The monopoly profits in Italy average 96 cents per capita, in Austria $1.03, in Roumania $1.14, in Spain $1.45, and in France $1.75. Germany collects a much smaller amount, only 28 cents per capita, through the customs and excise combined.

The burden of the tobacco monopoly in France and Italy is, however, by no means disclosed by the statistics just given. With a poor grade of tobacco forced upon consumers at high prices, a comparatively small amount is annually used. A fairer idea is given when the average contribution per pound is shown. The profits are highest in Italy and France, averaging 91 cents per pound in the former and 81 cents in the latter. The United Kingdom follows with a customs duty averaging 77 cents per pound. The monopoly profits in Austria are 34 cents per pound. As compared with these countries the average tax and customs duty of 15 cents per pound in the United States and 8 cents per pound in Germany seem extremely moderate. While the average contribution to the government for each pound of tobacco purchased is thus nearly twice as high in the United States as in Germany, it is less than half as high as in Austria, less than one-fifth as high as in the United Kingdom and France, and only one-sixth as high as in Italy.

WHAT OUR GOVERNMENT HAS DONE FOR TOBACCO.

The tobacco producer and consumer have thus contributed largely, though not excessively, to the support of the United States Government. What in turn has the Government contributed to the tobacco industry?

It has in the first place protected the domestic grower and manufacturer from excessive foreign competition. While the United States is by far the largest producer of tobacco in the world, its product lacks the qualities that would enable it to compete on equal terms with the product of certain tropical countries. The tariff acts as a handicap to render such competition more fair. The rates are undoubtedly high as compared with the internal revenue tax, averaging $4.61 per pound, or about $50 per thousand for cigars and about 60 cents per pound on leaf, smoking, and chewing tobacco, while the internal revenue tax, to which imported goods are also liable, is only $3 per thousand cigars and 6 cents per pound on smoking and chewing tobacco. But the tariff by no means cuts off the foreign supply. Sumatra wrapper tobacco and Cuban filler tobacco and cigars are imported in large quantities. Neither does the tariff unduly increase the price of domestic tobacco and cigars at the cost of consumers, with no corresponding return to the national treasury. Owing to the dissimilarity in grade between domestic and foreign tobacco their price varies quite independently, while the revenue system of this country undoubtedly tends to widen the difference in price. The higher price of imported tobacco is paid principally by persons fully able to do so.

The tariff thus makes a market for home grown tobacco and also aids the cigar maker, whose product is protected by a duty seven or eight times as high as on the materials he requires, even if the latter are all of foreign origin. It does not by creating an artificial level of prices prevent exportation. Consumers' fancies cannot be explained; they must be treated as axiomatic. And many grades for which no demand exists in this country, even at low prices, find ready sale in Europe.

The United States Government not only protects the tobacco grower and manufacturer, but it keeps them informed as to the production and commercial movement of tobacco by the collection and frequent publication of statistics. In this way it shows the prospects of a full or short supply, and thus enables the producer to make the best use of his output and the manufacturer to obtain his materials to the best advantage. It aims to make the facts before known only locally, matters of general knowledge, and to prevent loss through misconception of the actual conditions.

WORK OF THE DEPARTMENT OF AGRICULTURE.

But the Government, through the Department of Agriculture, goes further than to record facts; it aims to improve conditions. In 1899 Congress empowered the Division of Soils to "map the tobacco soils of the United States; to investigate the soils and conditions of tobacco growth in Cuba, Sumatra, and other competing countries; to investigate the methods of curing, with particular reference to fermentation; to originate, through selection and breeding, improved varieties for the principal tobacco districts of the United States; and to secure, as far as may be, a change in the methods of supplying tobacco to foreign countries." For all of these purposes, including the indefinite but decidedly drastic change desired in export methods, the munificent sum of $10,000 was appropriated—equal to nearly one-fiftieth of one per cent. of the proceeds of the internal revenue tax. From that time the Department undertook with vigor the improvement of tobacco culture in the United States, and has met with a large measure of success, considering the comparatively short period covered and the funds at its disposal, which, however, have been materially increased with the progress of the work.

The first need was to determine the areas adapted to the growth of the most profitable varieties of the plant. Peculiarly subject to minute differences in soil and climate, tobacco more than other plants is certain to deteriorate if grown in any unfavorable locality. An exact determination of the areas suited to tobacco is thus of primary importance, and is the basis for all plans of improvement. The first work of the Department was consequently to survey with minute care each section of the country where tobacco is grown.

The results of the soil survey led to the discovery that the Connecticut Valley soil possesses a marked resemblance to that on which the best grades of Sumatra tobacco are raised, and that certain soils of Texas, Alabama and South Carolina—those named by the Bureau of Soils the Orangeburg sandy loam and the Orangeburg clay—are very similar to some of the best tobacco soils of Cuba. By the use of imported seed and careful culture under shade a very fine-textured leaf was successfully grown in the Connecticut Valley. Unfortunately, through failure to exercise the necessary care, some of the persons who engaged in tobacco-growing were unsuccessful, and some discredit came to be attached to this part of the Bureau's work. But with renewed attention from the experts of the Department, and the introduction of Havana wrapper varieties in place of the Sumatra, more recent attempts to grow wrapper tobacco unde.

shade in the Connecticut Valley on a commercial scale have met with unqualified success.

By means of co-operative experiments with farmers in Texas, Alabama and South Carolina, and also experimental growing on its own account the Bureau of Soils has produced a filler tobacco from Cuban seed that is much superior to that formerly grown in those sections. The most successful attempt was that made in Texas, where it has been demonstrated that the best filler tobacco yet produced in this country can be raised—a tobacco said to be but slightly inferior to a good quality of Cuban filler.

Elsewhere the efforts of the Department have been directed to securing greater uniformity of product by means of careful selection and breeding. It is essential not simply to use a high grade of seed, but one adapted to the peculiar locality and to the demands of the trade. By experiments in crossing native and imported seed the means of greatly improving the product are being shown, and by judicious but expensive fertilizing the way to increase the yield of export grades has been pointed out.

The Department has not, however, confined its efforts to the problems of culture; it has also demonstrated on a large scale the advantages of fermentation in bulk over the methods formerly in general use. By co-operation with packers in Ohio and Pennsylvania, large quantities of tobacco have been fermented with none of the loss from the ravages of a fungus growth, called "black rot," which frequently resulted from the practice of "case" fermenting—that is, packing the tobacco in wooden boxes and storing it in a warehouse for several months. The fact that increasing quantities of tobacco have been placed under the control of the experts of the Department attests the success of the new method of fermentation.

The United States Government is thus expending every effort to promote the interests of the toabcco grower and packer, and to protect them and the tobacco manufacturer from unfavorable foreign competition. It should equally avoid placing any unnecessary burden on the consumer. Its interest and its duty lie in safeguarding the tobacco producing and consuming interests alike.

## STORY OF THE SUMATRA LEAF INDUSTRY

**Its Marvelous Growth in a Little Over 40 Years, and the Enormous Profits It Has Yielded.**

The dealers in the United States buy every year from $4,000,000 to $5,000,000 worth of Sumatra leaf for cigar wrappers. Several other nations also buy large quantities of Sumatra tobacco, and the development of the industry has proven a veritable wellspring of wealth to the fortunate Hollanders in whose hands it has largely remained from the beginning.

Octave Collet, who for years has been prominently associated with it, has written a series of articles on "Tobacco in Sumatra," published in the Bulletin of the Societe d'Etudes Coloniales, and from this authoritative source the following facts are taken about this special development of tobacco growing, which has scarcely a parallel.

The industry was started some 40 years ago by a Dutchman named Nienhuys, who will be known to fame as the founder of the great tobacco colony of Sumatra. Up to that time the Dutch had no idea of this opportunity for starting so magnificent an industry.

Early in that year an Arab, named Abdullah, appeared at Batavia, pretended to be a prince and said that he had acquired from the Sultan of Deli a monopoly of the sale and cultivation of certain products in that country. He told his story to one of the business firms of Batavia and offered, for cash down, to open the way for most profitable business operations in Deli. He said that 2,000 tons of tobacco were being shipped every year to various parts of the East Indies, that the price was low, the quality excellent, and that the industry had a great future.

The firm decided to investigate the matter and accordingly sent Nienhuys, with several other Europeans, to Deli, where it was found that Abdullah was a person of no repute, that he had greatly exaggerated the quantity of leaf produced and that the quality was very poor. The disgusted Europeans decided to return to Batavia; all except Nienhuys, who had had much experience in tobacco growing in Java, believed there was a prospect for the industry in Deli and decided to remain there and make a thorough study of the probabilities.

With the aid of the Sultan he cleared a forest tract and began to raise tobacco. The entire country was heavily timbered and it has been necessary to clear the land before opening any of the great plantations that now cover that region.

The more Nienhuys experimented, the more thoroughly he became convinced that the natural conditions were exceptionably favorable for tobacco growing. His first small crop was of poor quality, but he knew how to improve his crops by the introduction of other varieties of leaf, and in 1866 he sent to Amsterdam about 40,000 pounds of tobacco of superior quality.

The attention of the tobacco trade of northwest Europe was at once turned to the new source of supply, and in 1870 the now famous Deli Maatschappij, or company, was formed and Nienhuys was placed at the head of the company's interests. To-day 20,000 laborers are employed on its plantations.

The development of the industry, though rapid, was retarded a little at first by the scarcity of labor. The natives in that region were not accustomed to regular hours of labor and were too inefficient to be depended upon for the hard work of clearing the lands and preparing them for the seed. It was determined to import Chinese coolies, and to-day many thousands of them are in the service of the various tobacco companies.

Practically all the tobacco of Sumatra is grown on the coastal plain stretching along the northeastern and east central parts of the island. The growers do not speak of Sumatra tobacco, but the crop is known as Deli tobacco, the name of the little Sultanate on the east coast where the industry began and most of the crop is raised. Nearly all plantations are centered in Deli and the two Sultanates adjoining it on the north and south. Deli has become almost one vast plantation of tobacco.

(*Continued on page 26.*)


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## STORY OF THE SUMATRA LEAF INDUSTRY

(*Continued from page 24.*)

In opening a plantation the first work done is to build a road through the centre of it and then to begin felling the trees and cutting down the underbrush on either side of it. Hundreds of men are employed at this labor. When the axemen have completed their work the ground is covered with a chaotic mass of fallen timber and brush, which is permitted to dry for a few weeks and is then burned. The scrub becomes completely dried and in the burning develops a very high degree of heat, which facilitates the reduction of the larger timber to ashes. The roots of the stumps are chopped off and the stumps are torn out of the ground by yokes of oxen attached to heavy log chains that are fastened around the stumps. Then the ashes are spread evenly over the ground, the potash they contain being one of the best fertilizers for the tobacco crop. The ground is then ploughed and the work of raising the first crop begins.

When the tobacco is baled it is sent by wagons, railroad, or river boat to the ports of shipment. The first lots that appear on the European market are generally the choicest tobaccos of each plantation.

Sumatra tobaccos are sold by Dutch and German houses, and are consumed throughout the world, but principally in Germany, the United States, Austria and France. The exports have steadily and rapidly grown every year. In 1866 they amounted to 159 bales of leaf, each bale containing 75 kilograms of tobacco. In 1869 the export crop was 1,381 bales, and in the following year the great development of the industry began.

There are now 44 companies engaged in growing Deli tobacco. Many thousands of acres have been cleared of their forests and turned into tobacco fields. The older companies had the advantage of being able to select the best lands, but the later companies were able to profit by the experience of the pioneers, and thus avoid many perplexities that annoyed the earlier growers. The pioneer company, the Deli Maatschappij, is now cultivating 200,000 acres, divided into twenty-one plantations.

The profits of the business have been very great. The mean annual dividends of the five oldest companies, for example, have been: Deli Company, 58 per cent. every year from 1870 to 1900; the Deli Batavia Co., 25 per cent. from 1874 to 1900; the Arendsburg Co., 68 per cent. from 1889 to 1900; the Amsterdam-Deli Co., 45 per cent. from 1882 to 1900, and the Senembah Co., 35 per cent. from 1889 to 1900. Most of these companies were organized in the Netherlands, but six are English, two are Swiss and there are also quite a number of planters of other nationalities, the Germans leading.

The United States, which buys every year about 40,000 bales of wrapper leaf, is early in the market and is by far the largest customer for the lighter shades of the long leaf. The principal market of the Sumatran wrapper leaf is Amsterdam, which has succeeded in maintaining its supremacy in spite of the efforts of Bremen to win the Dutch trade. Most of the tobacco going to Bremen is the harvest of the numerous German plantations established in Sumatra.

In thirty-two years the value of the Deli tobacco sold on the Amsterdam market has amounted to $280,000,000.

### "SUCH IS FAME."

A distinguished foreigner was being shown through the Capitol at Washington by an American friend, and the two gentlemen having spent some time in the gallery passed through the Senate lobby, where the portraits of the two great statesmen, Daniel Webster and Henry Clay, hang opposite each other. The guide pointed out these paintings, saying:

"And here you see the portraits of some of our great statesmen of the past."

"Ah, indeed," remarked the distinguished foreigner, admiring Webster's solemn likeness. Turning around to Henry Clay, he exclaimed with astonishment in his voice:

"But how do you get the picture of this cigar man here?"

## TOBACCO GROWING IN CONNECTICUT

**Written for the Anniversary Number by W. F. Andross, Secretary of the New England Tobacco Growers' Association.**

More than five centuries have passed since some Spanish sailors, wandering among the hills and valleys of Cuba, first discovered to the civilized world the tobacco plant and its uses. This was the first time any one but savages had made use of it, and even then more than a century passed before its use became general among European nations. This remarkable plant, from very small beginnings, has grown in importance until its influence is felt throughout the world alike by laborers and crowned heads. It is strange that this apparently insignificant plant, the parent of the strongest habit known to man, was adapted by nature to grow under greater vicissitudes of climate than any other. It will flourish under the tropic sun or within the arctic circle. Whether grown in the tropics or in the temperate zones, it reaches the same perfect maturity, showing soil conditions and climatic influences as the characteristic difference.

It is thought by some that the tobacco plant is indigenous to the American continent. Others think it is not. In support of the latter theory they bring forward the fact that a plant has never been discovered in a wild or natural state, the plant showing no disposition to spread or increase in a natural way, like many other plants that are not indigenous. Neither does nature seem to have made any provisions for natural seed distribution or spontaneity. The claim is put forth that it is of Asiatic origin; that the Chinese knew its virtues and brought it under cultivation many centuries before the sailors of Columbus saw it used by the natives of Cuba. But, wherever and whatever its origin, the soils of America grew the first tobacco known to the commercial world.

An English savant has said that America furnished to the world two of the greatest curses known to mankind: tobacco and potatoes. There are undoubtedly

(*Continued on page 28.*)



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## TOBACCO GROWING IN CONNECTICUT

(*Continued from page 26.*)

many people that disagree with him as to the latter being a curse, but he bases his claim on the fact that potatoes, as an article of food, require the greatest labor of the human stomach for the least amount of nutriment of any known food. Yet it is doubtful if Ireland will bear testimony. Strange it is that tobacco and potatoes belong to the same order of plant.

This innocent looking plant has had more written about it, has generated more natural gas, has had more legislation concerning it, has been subjected to more restrictive legislation, and will, as I have said, grow under wider extremes of climate than any other known to exist. Kings, popes and other rulers have forbidden its use and banished it from their dominions. Yet it has steadily come forward, and the country that was most severe on it contains the greatest smoking population to-day. And, strange to say, the countries that made the severest restrictions, inflicted the worst punishments, ended, not only by adopting it, but making it a government monopoly and one of their greatest sources of revenue.

In America the first plantations of tobacco were in Virginia. The Jamestown colony were the first experimenters, and John Rolfe—he of Pocahontas fame—



SCENE ON A CONNECTICUT TOBACCO FARM.

was the first planter. From Virginia it extended into Maryland, and finally to the entirely different soils of Connecticut. At first every farmer had a small patch of only a few plants for his own individual use, never thinking of it as a commercial commodity; but in certain sections of the Nutmeg State it began to have more than a local reputation. In the years that had elapsed since it left its Southern home its aspect and essential qualities had undergone a great change; the difference was radical. For pipe smoking or chewing purposes it was inferior to the parent stock, but it far exceeded it for cigar purposes. Either soil or climate or different methods of cultivation had changed its entire characteristics. It began to be sought for in the Connecticut Valley. Speculation began. Yet the farmers feared to grow much for fear of flooding the market. The average farmer had a half acre, hung his tobacco in any place that was a partial shelter, giving it no more attention than a crop of corn would demand; stripped it from the stalk in October and, unsweated as it was, set his family to rolling it into cigars, twist ends, or paste cigars, as they were called—something of the Wheeling stogie type—and marketed them in tea chests, barrels, or any convenient receptacle to his grocer in exchange for family supplies, or to some central depot for 75 cents to $1.00 per 1,000.

The first important market that opened for these cigars was in the South, although they were retailed all over New England, the Middle States and the West. A cent would buy a handful, but there was no license or stamps required, and plenty of thrifty women and girls could be found, who, to piece out fancy work, would engage to strip it from the stalk and tie it in hands, at 25 cents per 100 pounds. But this sort of business practically came to an end about 1840, when cigar making began to be considered a trade. The grocers could no longer barter sugar and rum for cigars and realize big profits by accummulating large shipments for the Southern trade. Cigar manufacturing in a legitimate way began to flourish. Havana filler was imported in large quantities, coming in the same vessel with sugar and rum, unmolested by custom house officials, and the cigar business was really established in Connecticut. At this time no one thought of calling a farmer a tobacco grower. Such a thing was unheard of. There was not an instance of a farmer making it an exclusive crop. Scarcely a tobacco shed or extra building for its use was erected until in the sixties. Men dared not invest in the crop then, as they said the business would soon be overdone, and tobacco would not bring 10 cents per pound. At this time Connecticut was not growing one-tenth as much tobacco as she is now. Massachusetts had hardly begun experimenting. York State was not a consideration. Florida was not thought of. Pennsylvania, Ohio and Wisconsin were hardly known in the market. Sumatra tobacco was an unknown quantity. Tobacco was readily bringing 50 cents per pound in Connecticut. The supply was never equal to the demand, yet the farmers with suitable lands did not see their opportunity. About this time, however, they began to be called "growers," and farms that to-day grow from 30 to 50 acres, were raising 2½ to 3 acres. The rest of the land was devoted to corn, potatoes and rye. Much of what is to-day called the best tobacco land was lying idle, being considered of no special value except to hold the world together. Blackberry vines and white birches were the products of soils that are now considered valuable tobacco lands.

After a series of unprofitable years in the business nearly every available acre adapted to tobacco growing was brought under cultivation for that crop, yet the superficial area of the tobacco lands compared with the total area of the State is small, mainly along the Connecticut and Housatonic valleys from within 25 miles of the salt water extending through Massachusetts, in some places only a narrow belt, in others several miles wide. Forests have disappeared, old pasture lands have been utilized, rye has ceased to be grown, fertilization has been introduced and its use become most extensive, and all the farmers who can turn their attention to tobacco. The fact, discovered early that Connecticut tobacco blends better with Havana than almost any other, and yet will make a passable cigar itself, has been and still is of advantage to Connecticut growers, now classed as New England growers. The changes of taste, the different requirements, have caused some lands to be brought in use that were not at first considered suitable, yet the main or river valley of the Connecticut, the meadows, subject to river overflows in early Spring—a tract embracing thousands of acres—have never been made available for tobacco, though excellent land for other crops. Speaking of the area really under cultivation for tobacco, we will take the instance of one of the largest tobacco-growing towns in the State, which by actual canvass shows that only 7 per cent. of the acreage of the town is used for that crop; and it is even stated that all the suitable land is used together with some that is not suitable. Few tobacco-growing towns will exceed 5 per cent. devoted to tobacco.

Connecticut, though one of the first—perhaps the first—to start in cigar manufacturing, has never ranked of much importance as a cigar producing State. Though having ample facilities, eighteen populous cities within its limits, it has never been above the mark reached in 1905, namely, 5,000,000 cigars. This seems small compared with the 7,500,000,000 manufactured in the United States the past year. Nearly eight billion cigars. Think of how this would have astonished the farmers of 1840. We simply throw in the millions of cigarettes for good measure. Sir Walter Raleigh, through whose instrumentality Queen Elizabeth became a patron of the American weed, never could have imagined the bonanza he had struck when, by example and precept, he induced the people of England to foster the anathematized tobacco plant.

The library of Nicotines now contains nearly 300 volumes, with new additions every year. What a literature! King James did not know this when he attempted to banish it from his dominions. He little thought of the possibilities that lay in the dried leaves that were then bringing their weight in silver in his own city of London. There is not a nation or people to-day that does not find use for tobacco in some form. It is alike the solace of the storm-tossed mariner and the soldier on the march or in his bivouac. It finds its devotees in every trade and calling, and it is not likely that it will ever have any less hold on the weak side of human nature than it has to-day. While the United States is not classed as containing the largest per cent. of people addicted to the tobacco habit, its annual increase in the output of cigars alone is over 100,000,000.

Different States or localities favor different methods of fertilization. Connecticut has always been especially favorable to horse manure, and until recent years has looked with suspicion upon commercial fertilizers. All the manure the cities and villages can supply is eagerly taken and in addition, upwards of 3,000 car loads are shipped from Boston and New York. Three thousand tons of tobacco stems are used, 2,000 tons of castor panace, about the same of cotton seed meal, and at present large amounts of special formulas. Havana seed seems to flourish equally well on manure or chemical fertilizers. The average production of tobacco per acre, obtained in Connecticut, varies with localities or varieties. Two years ago some districts showed 1,600 pounds per acre, but the State average must be not much more than 1,200 pounds per acre. In some of the best districts the average, 20 years ago, was a ton to the acre. More attention is now given to fineness of quality, with a resulting loss in weight.

As to the cost of growing a pound of tobacco in this State, it is generally considered to average about 12 cents. Of course a grower cultivating fifteen acres can do it a little cheaper than a man who only has one acre. Some think that the larger planters do not incur a cost exceeding 10 cents per pound in the bundle. There is much difference of opinion among growers as to the practical side of producing the best results. Strains of seed, fertilization, culture, details of harvesting, curing and assorting; in fact all the advanced methods of to-day involve a great deal of experience, the result of study and experiment.

### SUBSTITUTES FOR TOBACCO.

Sailors on long cruises sometimes exhaust their tobacco. Thence untold misery and many ingenious efforts to create a tobacco substitute.

Tea and coffee make the best tobacco substitutes. They smoke freely in pipe or cigarettes, and their taste and aroma are not unpleasant. But they burn the mouth and rack the nerves.

Rope-yarn—the untwisted parts of rope and oakum—is smoked by sailors as a last resort. Bark peeled from the hoops of salt beef and pork barrels is also smoked when the limit is reached.

These things smoke abominably, and the black fumes that they give forth from the sailors' mouths are always accompanied by oaths and imprecations. Yet many a desperate sailor has smoked them.

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## "READER" FOR HAVANA CIGARMAKERS

**Paid Elocutionists in Cigar Factories Have Had an Influence Upon the History of Cuba.**

One of the most characteristic customs of the Havana cigarmakers is that of the paid "readers" in their factories, and wherever they have gone they have carried this custom with them. It is found in Tampa, in Key West, and even in New York, although in none of these American cities does it play the important part in the cigarmakers' lives that it does in Cuba.

A short time ago there appeared in *The Bookman* (New York) an article by James H. Collins, which gave a picturesque account of this custom as seen in Havana, and by the kind permission of Dodd, Mead & Co., publishers of *The Bookman,* we are permitted to reproduce the most interesting portions of that article and the illustrations that accompanied it.

The cigarmakers in Cuba are known as *tabaqueros,* and when at work they utilize every moment of the tropical day. When the dusk begins work ceases, for the fine Havana cigars cannot be fashioned by artificial light. Only the sensitive fingers and exact eye of the *tabaquero* are busy, however, so while he works he talks, and the chorus from five hundred of him flows from the *galera,* and down the wide marble stairways of what has once been a palace, perhaps, and out through iron-studded doors that would admit four horses abreast, into the bright *plaza,* to mark that place afar off as one of the centres of Cuba's chief manufacturing industry.

Only in the afternoon does this babel cease. Then a hush, and there rises in the *galera* a single voice, pitched above the ordinary tone, animated and frequently dramatic in its higher Latin *timbre,* punctuated now and then by a burst of general merriment. This is the voice of the *tabaqueros'* paid reader, translating war news from a New York paper or declaiming the latest Spanish socialistc novel.

He is a singular figure, this paid reader, found in virtually every one of the large Havana cigar factories and many of the smaller *galeras.*

"It keeps the *tabaqueros* quiet," explains the Spanish foreman. The American superintendent adds that cigarmakers in Cuba cannot talk unless they use their hands, so reading increases the output of the plants.



SENOR MUNOZ READING TO CIGARMAKERS.

But the *tabaquero* works wholly by the piece, so that time wasted is his own loss. Reading is "quieting" in that it gives active minds something wholesome to think about.

The reader sits aloft in a small railed box resembling a pulpit, placed at the centre of the workroom, so that his voice may carry to all parts of the *galera.* He reads three hours daily, commonly in the afternoon. By long custom half of this time is given up to newspapers, chiefly those of Havana, though some readers of more than average education read from American papers, translating as they go. The remaining hour and a half is given up to novels, and the character of those selected speaks much for the taste of the *tabaqueros.*

Choice of reading is not left to the reader, but is governed by an elaborate ballot system. The *tabaqueros* elect among themselves a president, secretary and treasurer. Each cigarmaker pays into the funds

(*Continued on page 32.*)

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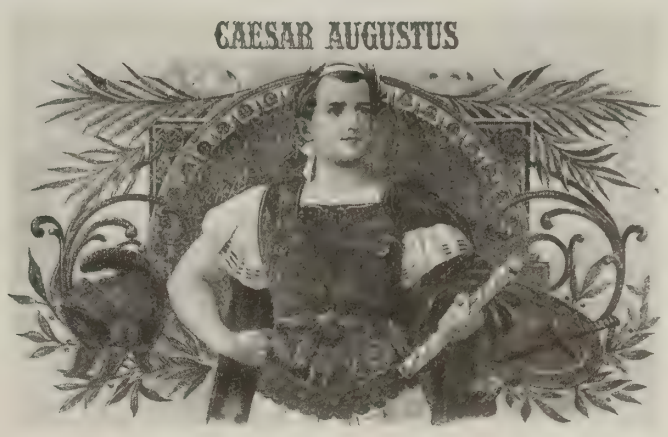
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## "READER" FOR HAVANA CIGARMAKERS

(*Continued from page* 30.)

kept by the latter fifteen cents a week, creating a revenue of $50 to $75 weekly where 300 to 500 cigarmakers are employed. When one of the *tabaqueros* fails to pay this small assessment the reading is stopped until he is in good standing, or if he delays it more than a day the factory superintendent is asked to discharge him. This fund goes to pay the reader's salary, which ranges from $30 to $60 a week, as well as to purchase books and newspapers. Each day the president and secretary go over daily papers with the reader, marking what is to be read aloud. The choice



SCENE IN HAVANA FACTORY.

gives a considerable range of current news, both Cuban and general, with editorials and sometimes "Sunday stories" from American papers.

Selection of novels is a more deliberate process. The reading of a book like "Quo Vadis" takes about three weeks, while shorter works may be finished in two weeks or ten days. The reader judges the period required for a given book with great nicety, and a few days before he is to finish one the secretary holds an election to determine what novel shall be taken up next.

Not all of the *tabaqueros* can read themselves. But each learns of certain books through friends, or sees them in one of the bookshops, so that upon the day of election each has a preference. As many as fifty different novels may be proposed at one of these elections, but the choice usually centres on three or four of wide note. "Quo Vadis" was elected by 180 votes in one of the Cabañas factory's *galeras* recently, defeating "Père Goriot" by 30 ballots. The choice falls oftenest on modern novels, and those of Spain are preferred because a wider range is possible. Perez Galdos is a favorite author, and each new Spanish celebrity in fiction quickly gets his hearing in the Havana factories. Among English novels read are "Vanity Fair," "Oliver Twist," "A Tale of Two Cities," and others of greater melodramatic interest, as the books of Wilkie Collins and Hugh Conway. Señor Muñoz, chief reader in the Cabanas factory, had never heard of Hall Caine or Marie Corelli, and said that only such English works as are to be had in Spanish come up for choice.

Some of the English poets are favorites, Byron in particular being read repeatedly. Poetry is a staple in the reading, long poems frequently being chosen instead of novels. Shakespeare is not unknown. Only one American book has ever had the honor of repeated reading in Havana cigar factories, the readers say, and that fell into disuse about ten years ago. It was "Uncle Tom's Cabin." Some books are elected and re-elected, just as favorite plays are revived. Victor Hugo is an unfailing favorite, while no year passes in any Havana cigar factory, it is said, without a reading of "Don Quixote."

Not only the novel, but the reader himself, is chosen by ballot. When it becomes known that a certain *galera* is without a reader, all the men of that calling seeking a place come and occupy the reader's box for a short test period, usually an hour. The trial period lasts a week, and as each candidate presents himself the president gives him a novel marked at the place where the last aspirant left off. At the stroke of a bell he ceases and steps down, to be replaced by another candidate. Many of the Havana readers are men of note in their singular profession, and have been identified with one *galera* for years, gaining reputation for their superior rendition. Others rise out of the ranks of the *tabaqueros,* first as candidates, then as readers, often sinking back again ignominiously. At the end of the week's test a reader is chosen by general ballot from all the candidates. When the *tabaqueros* are dissatisfied with their reader, a petition signed by at least ten men may be handed to the president, who then causes the box to be vacated and a new reader chosen. The outgoing reader is never told that his rendition has been unsatisfactory, however. With Spanish delicacy the president informs him that it has been decided to have no more reading for a time, and thus his feelings are spared. All books and newspapers purchased are subsequently sold at half price to *tabaqueros* who may want them. No library is maintained.

The institution of reading was established about 1878 by Señor Saturnino Martinez, then a *tabaquero* and now a distinguished Cuban poet. It arose from two conditions—the high prices of books then and the inability of many of the cigarmakers to read. Some of the readers found in Havana factories to-day are men of meagre education, but others are of marked intelligence and ability. Secretary Morua, of the Cuban Senate, was formerly a reader, and Señor Ambrosio Borges, one of the orators of the Cuban House, was sent to the legislature from the reader's box. Señor Victor Muñoz is not only a reader in the Cabañas factory, but one of the editors of *El Mundo,* a Havana daily paper, and head of the information bureau of the Cuban Senate. He has read in Havana sixteen years. The reader's position has natural advantages for an ambitious man capable of making opinion, even though choice of reading is so largely in the hands of the cigarmakers. Señor Muñoz controls more than 100 votes among the *tabaqueros,* not for political purposes, but in the choice of the best books. When the issue is close between a good book and one not so good, these men are willing to vote as he advises. Bad books are not bad literature, necessarily, but ill-considered, inflammatory socialistic works. It is the endeavor of intelligent readers in Havana to have the choice fall upon books that, while broad in their political or economic teachings, are also sound. In the literary sense, the selections are of conspicuously high character, and lead an American to wonder what sort of a comparative showing would be made if such a custom were adopted into the average American factory, including a percentage of illiterates.

It is said that the Havana *tabaqueros* were the backbone of the last Cuban revolution. As the best-paid workmen in the island, they were able to contribute funds that kept it alive at critical stages. Many *tabaqueros* earn $6 and $7 a day for making only twenty-five cigars of the large sizes, and ten cents apiece is the rate for making others. The *tabaquero,* more than any other Cuban, is a traveller. For years he has journeyed up to the Florida factories and spent his *wanderjahr* in the Cuban colony of New York, attracted by better wages. Here he absorbed advanced ideas of liberty and government,



YOUNG WOMEN IN THE CABANAS FACTORY IN HAVANA.

taking them back to Havana, with the result that the cigar factories there became hotbeds of revolution. General Weyler at first exercised a censorship over the factory readers, but too late. When this failed to allay sedition all reading in the factories was prohibited, not to be resumed until peace came after the American intervention.




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# HOW VIRGINIA LEAF IS HANDLED AND SOLD

**The Farmer Hauls It to Market and Most of It Is Auctioned Off in the Warehouses.**

*(Written Especially for the Anniversary Number.)*

The average yearly crop of tobacco raised in Virginia is about 120,000,000 pounds, nearly half of which is dark shipping tobacco. The greater portion of the other half is bright, and the balance dark manufacturing. This vast amount of tobacco is transferred from the hands of the planters to the manufacturers mainly through the medium of sales held in warehouses maintained for the purpose in cities whose locations and other advantages fit them to be good markets, and by consignment to tobacco commission merchants.

The recognized tobacco markets of Virginia are Richmond, Danville, Lynchburg, Petersburg, South Boston, Farmville, Martinsville, Drake's Branch, South Hill, Clover, Scottsburg, Brookneal, Rocky Mount, Clarksville and Boydton.

Sales at the warehouses are of two classes, loose and in packages. Loose sales constitute the selling of the leaf in lots which have been hauled to town in wagons, or sent to market in cases or hogsheads that are emptied on the warehouse floors. That brought by wagons is generally loaded into the vehicles loose and covered up for protection in transit.

Starting from his barn with his load of tobacco, which represents months of work in planting, curing and sorting, the farmer oftentimes is confronted with a long, rough and dreary drive to the market where he is to sell his product. In some cases the farmer travels fifty or more miles, camping en route, and to such a planter the trip to town is an occasion of no small importance, especially if the weather be "favorable." This last phrase may seem paradoxical, but it must be remembered that when the elements are unfavorable to the ordinary person they are generally bringing about a condition known as favorable in the tobacco leaf business. Long, dry, cool spells render the tobacco in the barn unfit for handling; so the planter must wait for a moist atmosphere to soften his marketable product before he can take it down and load it into his wagon. And then generally he has to face a soft road.

At the warehouse the farmer finds shelter for his wagon and beasts, unless the number of farmers on hand is so large that the warehouse is filled up in the portion allotted for the purpose.

The tobacco is arranged in piles, which are placed in rows, each pile being tagged with the planter's name and the weight of the leaf. Each house has its own auctioneer, who conducts the buyers from pile to pile, selling as he goes.

Most of the warehouses in the State have sales daily, but in Richmond loose sales are held only on four days of each week, Tuesdays to Fridays, inclusive. The hour for each sale is determined by alternation among the various houses, as a general proposition, a schedule being made out at the beginning of the season so that each house will have its regular turn. Thus the selling, with all the buyers in attendance, starts at one warehouse, and when the tobacco there is sold the buyers go to the next house on the list, and so on.

In Richmond the house that has the sale coming at lunch time spreads the cloth and feeds those in attendance. So far as known this system is not in operation in any other city in the State.

These loose sales constitute only a small portion of the total sales, however. Large quantities of the "weed" are shipped to market in packages and sold by sample.

Richmond still has a tobacco exchange, where packages are officially received, sampled and sold.

The bulk of the shipping tobacco raised in the State goes to Richmond to be sampled and reordered for the foreign markets and governments. In Richmond are located representatives of Germany, France, Austria-Hungary, Japan and Spain, who purchase tobacco for their respective governments.

Sun-cured tobacco goes to Richmond exclusively. This class of tobacco has failed to grow in any other soil than that in which it was originally found, nearly 300 years ago—a comparatively small area, confined almost exclusively to three small counties adjacent to the city of Richmond and the James River. The method of curing and handling is the same that it was originally.

For 200 years practically all of this tobacco has been brought to and manufactured in Richmond, and from this fact comes the world-wide reputation of Richmond for producing tobacco of pure and original sun-cured flavor.

The average crop of sun-cured is from 10,000,000 to 12,000,000 pounds, and it is used mainly in the manufacture of chewing tobacco. Sun-cured leaf brought as high as $66 per 100 pounds last season.

Fired tobacco is raised in practically every county across the southern portion of the State and goes to every Virginia market. This class of tobacco is mainly for the export trade.

Bright leaf, which constitutes a large portion of the crop, is used principally for the manufacture of smoking tobacco.

Trust methods have reduced the number of buyers materially, and have "knocked competition as high as a kite," as a warehouseman says. The reduction in number of buyers has been brought about by the absorption of independent factories, each of which used to have a buyer on the market. Now the trust sends a buyer, who purchases for several establishments oftentimes, and has his hands full trying to select and look after the many grades. C. M. Bowers.

## MANILA CIGARS.

After their return from the Philippines last Summer Representatives Longworth and Grosvenor, of Ohio, distributed among their colleagues in the House some souvenirs of their trip in the shape of Manila cigars. One box of a hundred cigars presented to Representative Vreeland, of New York, sufficed to convince him that American manufacturers have nothing to fear from the Manila product. A month later Mr. Vreeland still had ninety-nine cigars left to present to doubters.



# Laws Regulating the Use of Tobacco

What the Legislative Bodies of Various States of the United States and of Different Foreign Countries Have Done to Control the Use of the Fragrant Weed—Most of the Laws and Regulations Directed Against the Sale of Cigarettes to Minors.

In nearly every State and Territory in the United States, and in nearly every country in the world, laws have been enacted in one form or another to regulate, and sometimes to prohibit, the use of tobacco. Most of these laws, as will be seen by the facts given in this article, are directed against smoking by juveniles. In the United States a large majority of the States have placed laws on the statute books against the selling of tobacco in any form to juvenile smokers, and some of the more recent of these laws are so drastic as to be incapable of enforcement.

In order that the facts embodied in this article might be absolutely trustworthy they have been obtained from official sources. The publishers of TOBACCO addressed a letter direct to the Secretary of State of each State and the Secretary of each Territory, and it is the official information contained in their replies that is here given.

ALABAMA.—Any person who sells, barters, exchanges, or gives to any minor any cigarettes or cigarette tobacco, or cigarette paper, or any substitute for either of them, must, on conviciton, be fined not less than $10 nor more than $50, and may also be imprisoned in the county jail or sentenced to hard labor for the county, for not more than thirty days; and justices of the peace and notaries public with the powers of justices of the peace have jurisdiction of such offense concurrent with that of the county court. (Article V, Sec. 5336.)

ARIZONA.—An act approved March 16, 1905, provides that "It shall be unlawful for any person in the Territory of Arizona to sell, give or furnish, or cause to be sold, given or furnished, any cigars, cigarettes, cigarette paper, smoking or chewing tobacco of any kind or character to any minor under the age of 16 years."

ARKANSAS.—By a law approved March 22, 1899, Sections 1817 and 1818 of Sandel and Hill's Digest were amended so as to read as follows:

It shall be a misdemeanor for any person except parent or guardian, either for himself or another, to sell or give away cigarettes in any form, or tobacco or paper for the purpose of making cigarettes, to any minor under the age of 21 years, or to sell or give away cigars, chewing tobacco, or tobacco in any form to a minor under the age of 15 years. (Sec. 1817.)

Any person convicted of the above named misdemeanor for selling or giving away cigarettes, or tobacco or paper for the purpose of making such cigarettes, shall be fined for each offense in any sum not less than one hundred ($100) nor more than three hundred dollars ($300), and every person convicted of selling or giving away chewing tobacco, cigars, or tobacco in any form to any minor under the age of 15 years shall be fined in any sum not less than ten ($10), nor more than fifty dollars ($50). (Sec. 1818.)

CALIFORNIA.—Section 308 of the Penal Code reads: "Every person who sells, or gives, or furnishes in any way to another who is in fact under the age of 16 years, any tobacco, or any preparation of tobacco, is guilty of a misdemeanor, and upon conviction thereof shall be punished by a fine not exceeding $100; provided, however, that this section shall not be deemed to apply to articles furnished on prescriptions from physicians authorized by law to practice medicine, nor to persons who supply such articles to their own children, nor to sales made to such minors upon the written consent of the parents or guardians of such minors first obtained in writing by the vender."

COLORADO.—A law passed in 1891 provides that: It shall be unlawful for any person or persons to give or sell cigarettes to any person or persons under the age of 16 years. Any person who shall sell, give or furnish any tobacco or article made in whole or in part of tobacco, to any child under 16 years of age, without the written order of the father or guardian of such child, shall be fined in a sum not less than $5 nor more than $100, or imprisoned in the county jail not more than three months.

CONNECTICUT.—*Sale of tobacco to minors.* Every person who shall sell, give, or deliver to any minor under 16 years of age, tobacco in any form, shall be fined not more than $50 for each offense. (Sec. 1361.)

*Use of tobacco by minors.* Every person under 16 years of age, who shall smoke, or in any way use, in any public street, place, or resort, tobacco in any form whatsoever, shall be fined not more than $7 for each offense. (Sec. 1362.)

DELAWARE.—In 1893 the following law was enacted: That from and after the passage of this act no person or persons shall, within this State, sell or give to, or purchase or procure for, or furnish or in any way assist any minor under the age of 17 years in obtaining cigarettes or papers especially prepared for and intended to be used for the purpose of making cigarettes. Any person violating the provisions of this act shall for every such offense be deemed guilty of a misdemeanor, and upon conviction thereof by indictment shall be fined not more than $100 or imprisoned for a term of not more than 3 months, or both at the discretion of the court.

DISTRICT OF COLUMBIA.—In 1891 the Senate and House of Representatives enacted the following law: That hereafter no person in the District of Columbia shall sell, give, or furnish any cigar, cigarette, or tobacco in any of its forms to any minor under 16 years of age, and for each and every violation of this section the offender shall, on conviction, be fined not less than $2 nor more than $10, or be imprisoned for not less than 5 days nor more than 20 days.

FLORIDA.—Secretary of State Crawford writes that there is no law in Florida prohibiting or regulating the consumption of tobacco in any of its forms.

GEORGIA.—The Code of Georgia (Sec. 497, Acts of 1889) provides as follows: "If any person by himself, agent, or in any other way shall furnish a minor with cigarettes, cigarette tobacco, cigarette paper, or any substitute therefor, he shall be guilty of a misdemeanor."

The punishment for a misdemeanor is six months in the chain-gang, 12 months in jail, or not more than $1,000 fine, at the discretion of the judge.

IDAHO.—The Secretary of State writes under date of March 20, 1906: "Idaho has no legislation regulating the manufacture and sale of tobacco, except that granting by charter to cities for the regulation of sale of same."

ILLINOIS.—No person or persons shall sell, buy for, or furnish any cigar, or cigarette, or tobacco in any of its forms to any minor under 16 years of age, unless upon the written order of parent or guardian. Whoever violates the provisions of this law shall, on conviction thereof, forfeit and pay for each offense the sum of $20.

INDIANA.—In 1905 an anti-cigarette law was enacted which provides that it shall be unlawful to manufacture, sell, exchange, give away, or own cigarettes or the "makings," such as cigarette paper or cigarette tobacco. It absolutely prohibits cigarette smoking. For the first offense a fine of $25 to $50 is imposed, and for the second and each subsequent offense the fine is $50 to $100, and to this may be added six months imprisonment in the county jail.

IOWA.—The Laws of Iowa provide as follows:

Sec. 5005. Sale of tobacco to minors. No person shall directly or indirectly, by himself or agent, sell, barter or give to any minor under 16 years of age any cigar or tobacco in any form whatever, except upon the written order of his parent or guardian. Any violation of this section shall be punished by a fine of not less than $5 nor more than $100, and the offender shall stand committed until fine and costs of prosecution are paid.

Sec. 5006. Sale of cigarettes. No one, by himself, clerk, servant, employe or agent, shall, for himself or any person else, directly or indirectly, or upon any pretense, or by any device, manufacture, sell, exchange, barter, dispense, give in the consideration of the purchase of any property, of any services, or in evasion thereof, or keep for sale, any cigarettes or cigarette paper or cigarette wrappers, or any paper made or prepared for the purpose of making cigarettes, or for the purpose of being filled with tobacco for smoking; or own or keep, or be in any way concerned, engaged or employed in owning or keeping, any such cigarettes or cigarette paper or wrappers, with intent to violate any provision of this section; or authorize or permit the same to be done. Whoever is found guilty of violating any of the provisions of this section, for the first offense shall pay a fine of not less than $25 nor more than $50 and costs of prosecution, and stand committed to the county jail until such fine and costs are paid; for the second and each subsequent offense, he shall pay, upon conviction thereof, a fine of not less than $100 nor more than $500 and the costs of prosecution, or be imprisoned in the county jail not to exceed six months: *provided* that the provisions hereof shall not apply to the sales of jobbers doing an interstate business with customers outside the State.

KANSAS.—It is unlawful in Kansas to sell, give, or furnish cigarettes, cigars, or tobacco, or any other narcotic, to any minor under 16 years of age. The penalty is not less than $5 nor more than $25. It is forbidden to give any tobacco to any inmate of the State Industrial Reformatory without the consent of the superintendent.

KENTUCKY.—The Secretary of State writes under date of March 22, 1906: "Under our statutes it is a misdemeanor to sell cigarettes or cigarette material to a minor under a penalty of a fine of from $5 to $50, or imprisonment in the county jail for not more than thirty days, or both fine and imprisonment. A State tax of $100 is levied on wholesale dealers in cigarettes and cigarette material, and $10 on retail dealers. Under the new revenue law, however, which goes into effect in June, the license tax on wholesalers is reduced to $25."

LOUISIANA.—The Secretary of State writes (under date of March 27, 1906): "No legislation in Louisiana relative to the consumption of tobacco in any of its forms."

MAINE.—Chapter 129 of the Revised Satutes, Section 25, is as follows: "Whoever, by himself, his clerk, servant or agent, directly or indirectly sells, offers for sale, has in his possession with intent to sell, or gives away, to any person under the age of 21 years, any cigarette, shall be punished by fine not exceeding $50, or by imprisonment not exceeding 60 days. Trial justices and municipal and police courts shall have jurisdiction of offenses arising under this section."

MARYLAND.—Section 325 of Art. 27 of the Code of Public General Laws provides: "It shall not be lawful for any dealer to sell, barter or give any cigars, cigarettes, or chewing tobacco to any minor under the age of 15 years unless previously authorized in writing by the parent or guardian of such minor, or unless such minor is acting solely as agent of his employer. Nor is it lawful for any person to purchase for any minor any of the foregoing articles."

MASSACHUSETTS.—In this State whoever sells a cigarette to a person under 18 years of age, or whoever sells snuff or tobacco in any of its forms to a person under 16 years of age, or, not being his parent or guardian, gives a cigarette to a person under 18 years of age, or gives snuff or tobacco in any of its forms to a person under 16 years of age, shall be punished by a fine of not more than $50. (Revised Laws, Chap. 213, Sec. 3.)

MICHIGAN.—An act passed in 1889 provides: "That

it shall not be lawful for any person by himself, his clerk or agent, to sell, give or furnish any cigar, cigarette, cheroot, chewing or smoking tobacco, or tobacco in any form whatsoever, to any minor under 17 years of age, unless upon the written order of the parent or guardian of said minor." Much legislation has been attempted since the passage of this act, but it has failed to become law.

MINNESOTA.—Hon. P. E. Hanson, Secretary of State, writes (under date of March 17, 1906): "Persons under the age of 18 (minor students) are prohibited from the use of tobacco in any form, in this State, and any person furnishing minors with tobacco in any form is guilty of a misdemeanor."

MISSOURI.—A law passed in 1903 provides that: "It shall be unlawful for any person, firm or corporation in this State to sell, or give, or offer to sell or give any cigarette or cigarettes or cigarette paper or cigarette wrappers to persons under the age of 18 years. Any person, firm or corporation violating any of the provisions of this section shall be deemed guilty of a misdemeanor, and upon convicition shall be fined in any sum not exceeding $100 for each offense."

MISSISSIPPI.—Code of Mississippi, 1892, Sec. 1,005: "If any person sell, barter, deliver, or give any cigar or cigars, cigarette or cigarettes, smoking tobacco or snuff to any child under the age of 18 years, unless previously authorized in writing by the parent or guardian of such child, he shall be guilty of a misdemeanor, and on conviction, shall be fined not less than $20 nor more than $100, or imprisoned in the county jail not less than one week nor more than three months or both."

It shall be noted that the statute explicitly mentions all forms of tobacco except chewing tobacco.

MONTANA.—The Secretary of State writes (under date of March 23, 1906): "In answer to your question will say that it is a misdemeanor to sell tobacco, cigarettes, or cigarette papers to persons under 18 years of age in Montana."

NEBRASKA.—An act approved April 4, 1905, makes it unlawful to manufacture, sell, or give away any cigarettes, or the material for their composition known as cigarette paper, within the State. Any person, firm, association, or corporation violating the provisions of the Act shall, on conviction thereof, be fined for each offense not less than $50 nor more than $100. The same penalty applies to any officer, director or manager having in charge or control either separately or jointly with others the business of any corporation that violates the act.

NEVADA.—Compiled Laws of 1902, Sec. 1,249 and 1,250: "It shall be unlawful for any person or persons, firm, association, corporation, or managing agent of any person, firm, association or corporation, to sell, give away or offer to sell cigarettes or cigarette papers to any person or persons under the age of 21 years.

"Any person, firm, association or corporation, or the managing agent of any firm, association or corporation violating the provisions of this act, shall be guilty of a misdemeanor, and upon conviction thereof, shall be fined for each and every offense in any sum not less than $100 nor more than $500."

NEW HAMPSHIRE.—If any person shall sell cigarettes or tobacco in any other form to a minor in New Hampshire, he shall be fined not more than $50 for each offense. If any person other than the minor's parent or guardian shall give or deliver any cigarette, snuff, or tobacco in any of its forms to any minor under 18 years of age, he shall be fined not more than $50 for each offense.

NEW JERSEY.—A law approved March 22, 1883, provides that no person or persons in this State shall knowingly sell any cigarette or cigarettes, or tobacco in any of its forms, to any minor under the age of 16 years. If any person or persons shall violate this law he, she, or they shall be liable to a penalty of $20 for each offense.

NEW MEXICO.—In 1901 a law was enacted providing as follows:

Section 1. It shall be unlawful for any person to sell or give to any minor under the age of 18 years, or to any pupil of any school or educational institution within this Territory, any intoxicating liquor, or any cigars, cigarettes, or tobacco in any form, except upon the written consent of the parent or guardian of such minor or pupil.

Section 2. It shall be unlawful for any merchant, apothecary, saloonkeeper, or the proprietor or manager of any other establishment in which intoxicating liquors or tobacco in any form are kept or offered for sale, to permit any minor under the age of 18 years, or pupil in any school or educational institution, to engage in any play or game of chance with cards, dice, wheels, or by the manipulation of any machine or device by means of which money or any commodity or property may be hazarded, won or lost, acquired or transferred.

NEW YORK.—Penal Code of New York, 1905, Subdivision 5: "Any person who sells, pays for, or furnishes any cigar, cigarette, or tobacco in any of its forms to any child actually or apparently under the age of 16 years is guilty of a misdemeanor."

NORTH CAROLINA.—The Revised Statutes of 1905 (Sec. 3804 and 3805) make it a misdemeanor to give away or sell cigarettes to minors, or to aid minors in securing the same, and upon conviction the party violating the law shall be punished by fine or imprisonment in the discretion of the court.

NORTH DAKOTA.—The following laws have been adopted in North Dakota: Any person within this State who manufactures, sells, gives to any one or uses any cigarette containing any substance foreign to tobacco and deleterious to health, shall be punished by a fine of not more than $50 or imprisonment in a county jail for not more than 30 days. (Sec. 7337.)

Any person within this State who sells or gives to or in any way furnishes to any person under the age of 17 years, any cigarettes, cigars or tobacco of any kind, shall be punished by a fine of not more than $50, or imprisonment in a county jail for not more than 30 days. (Sec. 7338.)

OHIO.—Secretary of State Laylin writes (under date of March 12, 1906): "I know of no legislation in this State regulating the consumption of tobacco. Legislation has been agitated recently looking to the regulation of the use of cigarettes by minors, but thus far none has been enacted."

OKLAHOMA.—Secretary Charles H. Filson writes (under date of March 15, 1906): "In reply to your request of the 12th inst., beg leave to say that we have no copies of the law referred to that we could send you. Will say, however, that we have a law against selling or giving away cigarette papers to any body, not only to minors. There is no law regulating the sale of tobacco."

OREGON.—It shall be unlawful to sell, barter, trade, give or in any manner furnish to any minor under the age of 18 years, any tobacco, cigars, or cigarettes in any form, or any compound in which tobacco forms a component part, without the written consent or order of such minor's parent or guardian; then in that case consent may be given by the county court, sitting for the transaction of county business, upon proper application in the county in which said minor may have his residence. Any person violating the provisions of this act shall, upon conviction, be fined in any sum not less than $5 nor more than $50. (Sec. 1980.)

It shall be unlawful for any minor under the age of 18 years to smoke or in any way use any cigar, cigarette, or tobacco in any form whatsoever in any public highway, street, place, square, or resort. Any minor violating the provisions of this act shall, upon conviction, be fined in any sum not less than $1 nor more than $10, or by imprisonment at the option of the court, two days for each offense. (Sec. 1981.)

PENNSYLVANIA.—A law approved March 16, 1905, provides "that if any person or persons shall furnish cigarettes or cigarette paper, by gift, sale or otherwise, to any person or persons under the age of 21 years, he or she, so offending, shall be guilty of a misdemeanor, and, upon conviction thereof, shall be sentenced to pay a fine of not more than $300 and not less than $100.

RHODE ISLAND.—The General Laws of Rhode Island, Chapter 281, provide as follows: "(Sec. 28.) No person shall sell, give or deliver to any minor under 16 years of age any tobacco in the form of cigarettes. Any person violating the provisions of this section shall be fined not more than $20 for each offense.

"(Sec. 29.) No person under 16 years of age shall smoke or chew in any public street, place or resort, any tobacco in any form whatsoever. Any such person violating the provisions of this section shall be fined not more than $5 for each offense."

SOUTH CAROLINA.—The act of 1889 (Criminal Code, Vol. II., 1902, Section 320) makes it unlawful for any person or persons to sell, furnish, give or provide any minor or minors under the age of 18 years, with cigarettes, tobacco or cigarette papers or any substitute therefor, and any person violating said provision, in person, by agent, or in any other way, upon conviction, shall be punished by a fine not exceeding $100 nor less than $25, or imprisonment for a term of not more than one year nor less than two months, or both in the discretion of the court.

SOUTH DAKOTA.—An act approved March 11, 1903, provides as follows: "It shall be unlawful for any person to sell, give or furnish to any minor under 16 years of age, any cigarette, cigarette wrapper, or any substitute for either, or any cigars or tobacco in any form. Any person or persons who shall be convicted of violating any of the provisions of this act shall be fined not to exceed $100, or be imprisoned in the county jail not to exceed 30 days or both, in the discretion of the court; and upon conviction for a second and subsequent offense, shall be fined not to exceed $200, or be imprisoned in the county jail not to exceed six months.

TENNESSEE.—An act approved January 29, 1901, makes it a misdemeanor for any person, firm, or corporation to sell, offer to sell, or to bring into the State for the purpose of selling, giving away or otherwise disposing of any cigarettes, cigarette paper or substitute for the same; and a violation of any of the provisions of this act is a misdemeanor, punishable by a fine of not less than $50.

TEXAS.—Secretary of State Shannon writes (under date of March 15, 1906): "Replying to your favor of the 12th inst., I beg to advise that the twenty-sixth Legislature passed a law to the effect that any person who shall sell, give or barter, or cause to be sold, given or bartered to any person under the age of 16 years, or knowingly sell to any person for delivering to such minor without the written consent of the parent or guardian of such minor, any cigarette or tobacco in any of its forms, shall be fined not less than $10 nor more than $100. Said act was approved May 23, 1899."

UTAH.—Chapter 135 of the Laws of Utah, approved March 23, 1903, is as follows: "Any person under the age of 18 years who shall buy, accept or have in his possession any cigar, cigarette, or tobacco in any form, or any opium or any other narcotic in any form, shall be guilty of a misdemeanor."

VERMONT.—No. 102 of the Acts of 1900 is as follows: "A person who sells, gives away or furnishes to any person under 21 years of age cigarettes, cigarette paper or cigarette wrappers shall be deemed guilty of a misdemeanor and, upon conviction, shall be fined not more than $50, or imprisoned in the House of Correction not more than two months, or shall suffer both penalties at the discretion of the court, for each offense."

VIRGINIA.—Secretary of State Eggleston writes (under date of March 14, 1906): "No legislation regulating the consumption of tobacco has been passed. At the session of the Legislature just closed a number of bills looking to this end were introduced, but all died."

WASHINGTON.—Code of Washington, 1903, Sec. 2995a: "That it shall hereafter be unlawful in the State of Washington for any corporation, company, firm or person to sell, barter, furnish or give away, directly or indirectly, to any minor under 18 years of age, any cigarette, cigarette wrappers, or any substitute for either; or to procure for, or to persuade, advise, counsel or compel any minor under said age to smoke cigarettes or for any minor under said age to smoke any cigarette.

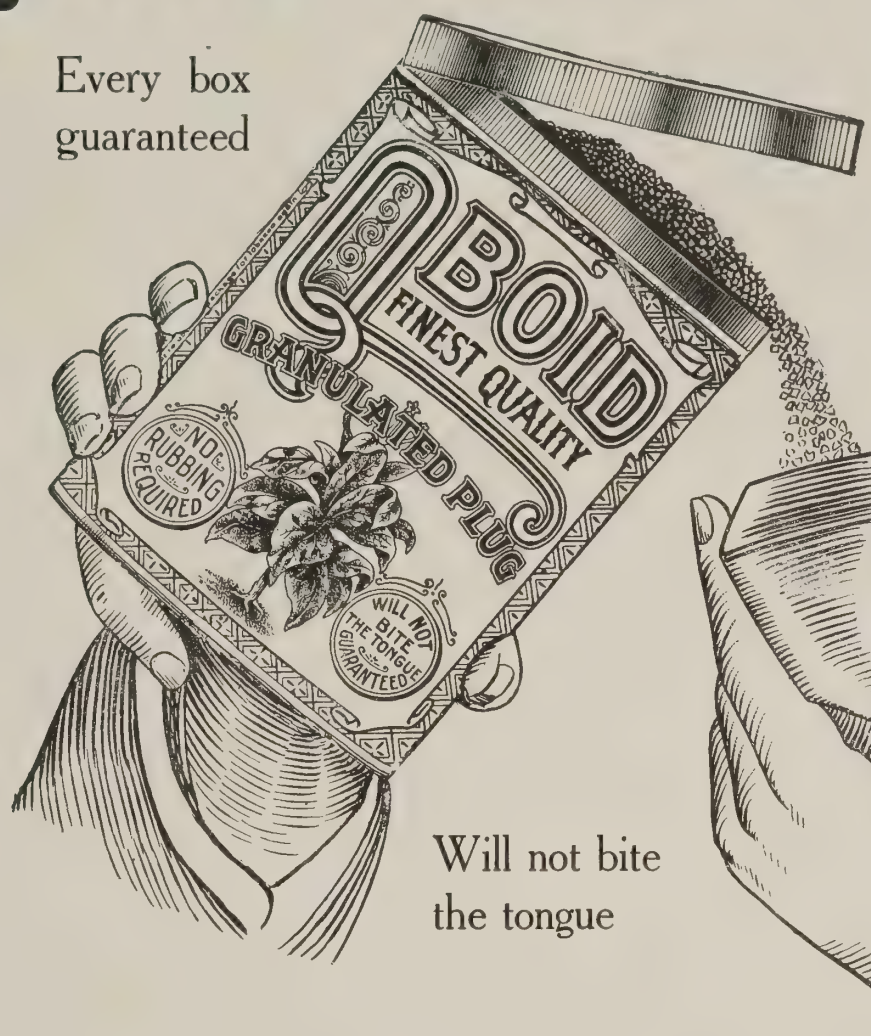
"Any such corporation, company, firm, or person, violating any of the provisions of the preceding sec-

(*Continued on page 38.*)

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EVERY BOX GUARANTEED

## LAWS RELATING TO TOBACCO

(*Continued from page 36.*

tion shall, for the first offense, upon conviction thereof, be fined in any sum not more than $50 nor less than $10, and to which may be added imprisonment in the county jail for any period not exceeding 60 days. It is hereby made the special duty of prosecuting attorneys to enforce the provision of this act, and he may summon any minor under 18 years of age who may have, or had had in his possession any cigarette, and compel him to testify before the mayor of a city or a justice of the peace as to where and of whom he obtained such cigarettes."

Approved, March 18, 1901.

West Virginia.—The License Laws as revised in 1905 contain the following provision (Sec. 96): "On every license to sell at retail cigarettes, cigarette paper or wrappers, cigars, tobacco, snuff and other preparations of tobacco, $10; to sell at retail cigars, tobacco, snuff or other preparations of tobacco other than cigarettes or cigarette paper or wrappers, $5. The giving away or furnishing of cigarette paper or wrappers in connection with the sale of tobacco, or other thing of value, shall be taken to be a sale thereof under the provisions of this section."

Wisconsin.—An act approved April 13, 1905, is as follows: "Any person who shall, by himself, his servant or agent, or as the servant or agent of any other person, directly or indirectly, or upon any pretense, or by any device, manufacture, sell, offer for sale, keep for sale, give away or otherwise dispose of, or bring into this state for the purpose of selling, offering for sale, giving away, or otherwise disposing of any cigarettes, cigarette paper or cigarette wrappers, or any substitute therefor, or any paper made or prepared for the purpose of making cigarettes or any substitute therefor, or for the purpose of being filled with tobacco for smoking; or who shall own, keep or be in any way concerned, engaged or employed in, owning or keeping any such cigarettes, cigarette paper, cigarette wrappers, or substitute therefor; or who shall authorize or permit the same to be done with the intent to violate any provision of this section, shall be guilty of a misdemeanor and upon conviction thereof shall be punished for the first offense by a fine of not less than $5 nor more than $50, or by imprisonment in the county jail not exceeding 30 days, and for the second and each subsequent offense by a fine of not less than $100 nor more than $500, or by imprisonment in the county jail not less than 30 days nor more than six months; that one-half of the fine recovered shall go to the complaining witness; provided, that the provisions hereof shall not apply to the sales of jobbers or manufacturers doing an interstate business with customers outside of this state."

Wyoming.—It shall be unlawful for any person or persons to give or sell cigarettes, spirituous liquors or tobacco to any person or persons under the age of 16 years. Any person who shall be convicted of violating any of the provisions of this act shall be fined not exceeding $100, or be imprisoned in the county jail not exceeding three months, or both, in the discretion of the court; and upon conviction for a second or any subsequent offense, shall be fined not exceeding $200, or be imprisoned in the county jail not exceeding six months."

### In Foreign Countries.

A few months ago the Scottish Anti-Tobacco Society sent a circular letter to British ministers and consuls in foreign countries making inquiry as to legislation regulating the use of tobacco in the various countries, especially in relation to the sale of tobacco to minors. This letter brought a large number of very interesting replies, a summary of which was published recently in the London *Times,* and from that summary and from other sources we compile the following valuable information:

Great Britain.—At the present time there are no laws in Great Britain regulating the consumption of tobacco in any of its forms, but a bill has been introduced into the present Parliament providing as following: "No person shall sell, give or supply tobacco in any form to or for the use of any person under the age of 16 years, and any person so doing shall be liable on a first conviction to a penalty not exceeding 20 shillings, and on a second or subsequent conviction to a penalty not exceeding 40 shillings; and in addition to these penalties the license (if any) held by such person for the sale of tobacco shall, in case of a third conviction, become void and such person shall be disqualified for a term of five years from the date of such conviction from holding any such license."

France.—In France, where the state has long had a monopoly of the tobacco trade, there are no laws regulating the use of the weed. On the contrary, it is stated by a member of the Committee of Strangers' Students' Aid that "they distribute by ticket to the barracks some good tobacco exempt from excise duty." To this the French consul in Glasgow adds that he has never known smoking to be allowed in "the civil colleges (secondary education) where there are pupils up to 19."

Germany.—The British embassy at Berlin reports that the sale of tobacco is not a state monopoly in Germany. The rules as to smoking in the chief military college are as follows: Smoking is forbidden to all under-officers and cadets with the following exceptions: Within the college—(*a*) Under-officers are allowed to smoke in one of the company's rooms set apart for the purpose, if they have obtained permission, and if an officer is present; (*b*) the commander of the company can, under special circumstances, extend this permission to smoke. Outside the college—(*a*) Under-officers may smoke in private houses and inside restaurants; (*b*) during the holidays under-officers may smoke in public gardens and in the streets, except in Berlin, Charlottenburg, Potsdam and Gross Lichterfelde. They may also smoke on railway journeys, except on the lines between Lichterfelde and Berlin, Potsdam or Tribbin; (*c*) members of the upper second class may smoke in private houses. Cadets are not allowed to smoke at all. There is no general prohibition of smoking either for the schools at the higher educational establishments and public schools, or for the inmates of the teachers' colleges and preparatory training schools.

Austria.—The British Ambassador in Vienna states that the sale of tobacco has been a state monopoly in Austria for upwards of 200 years. Only boys attending the lower classes in schools, civil and military, are prohibited from smoking.

Italy.—The British Ambassador in Rome, writes that "the sale of tobacco in Italy has been a state monopoly since 1862. The act was extended to Sicily in 1877. In naval and military colleges smoking is allowed in recreation hours. The use of the pipe, however, is strictly prohibited. Smoking is not allowed in schools; but there are no regulations with regard to universities and seminaries."

Spain and Turkey.—In Spain no anti-smoking measures have yet been taken; nor, as may readily imagined, is there any restriction on the use of tobacco in Turkey. There the trade is a monopoly in the hands of a company, which shares its profits with the government.

Portugal.—The British Legation at Lisbon reports that the sale of tobacco in Portugal has long been "a monopoly from the lease of which the state derives a large yearly revenue. That being so, its consumption is regarded by the government more often from the standpoint of finance than from that of public health." Smoking is a punishable offence on board the training ships in which the future petty officers of the navy are brought up, as well as in the colleges for military cadets of tender age, but "the practice of smoking tobacco, chiefly in the form of cigarettes, is almost universal with all ages and classes in this country."

Greece.—The British Minister at Athens reports that the sale of tobacco in Greece is not exactly a state monopoly, but there is a restriction on the cutting of the leaf for the making of cigarettes, the government having the sole right to cut tobacco, and imposing a duty upon it of 8 drachms (about 5s.) per oke (= 2.8 lbs.). Tobacco is principally smoked in the form of cigarettes. There is no legal restriction on the use of tobacco, but smoking is not much practiced among the lower classes by persons under 15 years of age. Fathers of families endeavor as far as possible to prevent their sons from smoking, as being detrimental to health.

Russia.—The British Consul in St. Petersburg states that the sale of tobacco in Russia is not a state monopoly. The only prohibition of smoking to which he alludes concerns the pupils of public schools. He adds: "You probably know that certain schismatics and heretical sects in the country (*e. g.,* Old Believers and Molokany) forbid their members to use tobacco, and that Count Leo Tolstoy has written against the habit of smoking." It appears from a statement furnished to the British Embassy by the Russian Ministry of Public Instruction that "pupils at middle educational establishments (so-called gymnasia, progymnasia and realschulen) are forbidden to smoke anywhere at all; in the case of pupils of middle and lower technical schools, as well as of schools of trade, of trade apprentices and of the lower trade schools smoking is prohibited in all school premises, public places and streets, the non-observance of these rules being permissible in respect of pupils of middle technical schools on a resolution being passed to that effect by the school board."

Belgium.—The British Legation at Brussels reports that in Belgium there is no tobacco monopoly, nor are there regulations "of any kind, state or otherwise, prohibiting youths from smoking."

Norway.—The British Consul at Christiania reports that in Norway the sale of tobacco is not a state monopoly. He continues: "The law of April 19, 1899, enables municipal authorities, if they wish, to pass by-laws to forbid the sale of tobacco to children under 15 years old for own or others' use. I do not, however, known of any case in Norway where the local authorities have passed such by-laws. Christiania has recently rejected a proposal to this effect. Municipal school rules forbid smoking by juvenile members in public places, and offenders are reported to their parents. This does not refer to universities, seminaries, or national schools."

Canada.—In nine of the British colonies laws have been passed against juvenile smoking. In Canada the prohibition extends to the age of 18 in Ontario and New Brunswick, and to the age of 16 in Quebec, Nova Scotia, Prince Edward Island, British Columbia and the North-West Territories.

Cape Colony.—In Cape Colony an "Act to prevent the supply of tobacco to youths" was passed a few months ago. This act provides that "it shall be unlawful for any dealer to sell, supply, or give any tobacco, cigars or cigarettes to any person under the age of 16 years, unless on production of a written order signed by the parent, guardian, or employer of such person known to the said dealer, and any person contravening this section shall be liable to a penalty not exceeding £5 ($25), for each and every offence, or, in default of payment, to imprisonment for a period not exceeding one month."

Tasmania.—In Tasmania smoking is forbidden to children under the age of 13. A letter from Victoria, written in June last, says: "Our premier has promised to introduce a bill, but an outcry of the tobacconists and adult smokers seems to block the effort at present. But our Australian Natives' Association purpose presenting a petition to government asking for an enactment against juvenile smoking."

New South Wales.—The chief clause of the Juvenile Smoking Suppression Act is as follows: "Any dealer in tobacco, cigars, or cigarettes, and any licensed tobacconist or other person who supplies any person actually or apparently under the age of 16 years with tobacco, in any shape or form, cigars, or cigarettes, shall be liable to a fine not exceeding five pounds."

### THE INDIAN TOBACCO PRODUCT.

It is stated in the Calcutta *Daily News* that Holland and Belgium take the greater part of the raw tobacco exported from India. In 1905 Holland imported from India over two million pounds of tobacco. Some of this is said to go back to India in the form of "Dutch Havana" cigars for the delectation of those who cannot smoke "Indian cheroots."

## TOBACCO IN THE PHILIPPINES

**Some Interesting Facts About an Industry Concerning Which Comparatively Little Is Known.**

*(Written Especially for the Anniversary Number.)*

The writer of this article is an American journalist who lived in the Philippine Islands for four years and who has given particular attention to the tobacco industry in the Islands and at home.

Tobacco was first introduced into the Philippine Islands by Spanish mission workers from Mexico. Later, seed was imported direct from the United States, and to this day, the natives distinguish the two varieties of plants by designating them as from "old seed" and "new seed."

In 1781 the industry, under the fostering care of the Spanish pioneers, had gained sufficient strength to warrant the Spanish government in establishing a tobacco monopoly on the island of Luzon. This was maintained until 1882, when pressure was brought to bear on the government and the cultivation and manufacture of tobacco were left to private individuals. Government reports show that at one time the tobacco monopoly yielded revenues equal to half the cost of the entire Philippine administration. Under the influence of private enterprise, however, the industry gathered strength, and from 1882 to the present time the trade has flourished, notwithstanding the unsettled political condition of the islands and the growing competition of other countries.

The report for 1903, the last available record prepared by the Philippine government, shows that there were 77,000 acres of land used for the cultivation of tobacco, and that the crop was 30,000,000 pounds. Compared with the reports of previous years, the crop of 1903 was considerably below the average yield, which is 50,000,000 pounds.

For 1902 the crop was 17,009,291 kilograms, the islands contributing to the total being as follows:

| | Kilograms. |
|---|---|
| Luzon | 14,006,254 |
| Cebu | 1,647,632 |
| Negros | 394,520 |
| Panay | 306,816 |
| Lyte | 138,514 |
| All others | 515,505 |

Isabela, La Union, Cagayan and Cebu are the leading provinces in tobacco culture, all of these, except Cebu, being in the north of Luzon.

The best tobacco is grown in Cagayan, Isabela, Ilocos Norte, Ilocos Sur, Neuva Ecija, Viscaya and Pampanga, provinces located in the north and central portions of Luzon.

CULTIVATION OF TOBACCO IN CAGYAN.

Cagayan Valley is situated in the extreme north of Luzon. It is walled in by rugged mountain ranges and drained by a river of the same name. Numerous streams cut through the fertile lands, and in many places during the rainy season, July to November, a considerable portion of the soil is subjected to overflow.

The Spanish government discovered that good tobacco could not be grown within ten miles of the sea coast, and the officials permitted the natives in that part of the province to cultivate crops besides tobacco. But in the interior, the Filipinos were compelled to cultivate the land necessary to sustain the tobacco industry.

According to native classification, tobacco is grown on low land, fairly high land, high land formerly timbered and with a sandy volcanic soil, and on very high calcareous land. The leaf from the low land is the best, but owing to the overflow and the danger to growing crops, the farmers are inclined to use the higher levels. The use of fertilizers is practically unknown, except where the plantations are under the direct supervision of Europeans, and even then is used to a very limited extent. Manure and rotted corn stalks are sometimes mixed with the soil on the high calcareous land.

The plow, a Chinese creation, is a most primitive implement. At the first plowing it cannot be made to penetrate the soil more than four or five inches, and before the land is ready for transplanting, the most careful growers repeat the process four or five times, while the careless Filipino, and this class comprises about 90 per cent. of the tobacco growers, is satisfied with twice turning the soil.

The seed beds are from forty to fifty feet square and surrounded by a ditch of water for irrigating the young plants. The soil is well pulverized and mixed with dry manure. Care is taken to secure an even distribution of the seed and when the first plants appear they are thinned if necessary. During the monopoly the Spanish government furnished the farmers with mats made of banana leaves which were used to cover the young plants during the heat of the day, but this practice has been abandoned by nearly all the native growers.

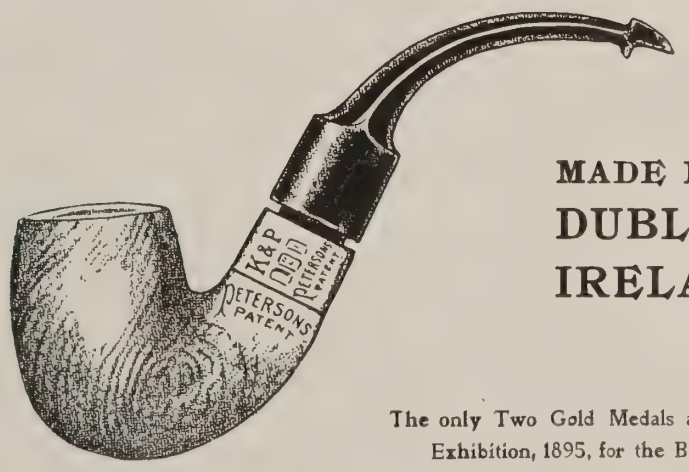
The different seeds known to the Filipino planters are Catabacuan, Espada, American or Habana (also known as Isabela), Decarizon and Viscaya. The first named is considered superior in quality of leaf grown, but owing to the ravages of worms which attack this plant in preference to all others, it is no longer cultivated. At present only Isabela and Viscaya are planted. The weed of these varieties grows from one and a half to two yards high and yields a leaf a yard or more in length.

For high lands the seed beds are prepared in July and August for transplanting in September and October. In order to escape the deluge of the rainy season the seed beds for the low lands are prepared in October and November, so that transplanting may be completed in December and January. When the time comes for transplanting the plants are removed from the seed beds by drawing them from the soil assisted by a sharp stick pressed into the ground beside the plant and forced over so that pressure is brought to bear directly beneath the plant. The young plants are placed in baskets, covered with banana leaves and carried to the prepared lands, where a plow drawn by a carabao marks the field with longitudinal lines. A laborer follows the plow and drops the plants, a little more than a yard separating each plant. Another laborer makes a hole with a sharp stick and places the plant, leaving all leaves above

(*Continued on page 40.*)

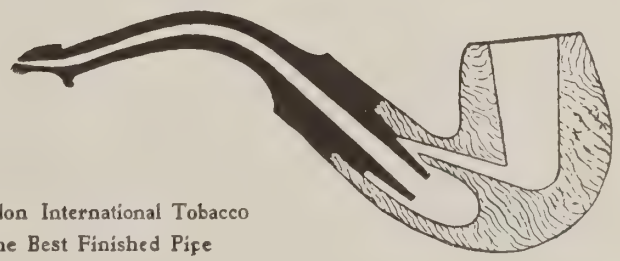
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## TOBACCO IN THE PHILIPPINES.

(*Continued from page 39.*)

ground. If the soil is dry the weed is watered. All dead plants are replaced. After about two months, when the plant starts growing as shown by the buttons, it is carefully topped, and all suckers, except two or three, are removed. The leaves from these suckers are equal in purity and strength to those from the other portions of the plant.

It requires the utmost industry of the native planters to keep the worms from injuring the growing tobacco. During all the hours of daylight the plants are carefully watched and the worms removed, and when the moon will permit the work is carried on into the night. Many planters also use torches at night to aid them in the work. A moth which flies about at night and deposits eggs on the leaves is responsible for the worm pests, which threaten each year to destroy the tobacco crop.

### CURING TOBACCO.

As soon as the leaves turn yellow they are gathered, the work being done between 8 and 12 o'clock in the morning and 3 to 6 in the afternoon, to avoid the dew and the collection of water drops which would finally appear in the cured tobacco as dark green spots. The leaves are carefully placed in a carabao cart, stems downward, covered with banana leaves and transported to the drying sheds, where they are placed on bamboo sticks about a third of an inch apart, and hung from the roof. But only about 10 per cent. of the native growers have drying sheds at present. Most of the drying is done in the sun, and then the leaves are hung in the houses, the result being bad and indifferent coloring. Under the monopoly the growers were forced to provide curing sheds. It costs but little to build these structures of bamboo and thatch; still the Filipino fails to appreciate their advantage, and he permits his harvest to deteriorate in value while the tobacco leaves are being soiled and bruised in a living house occupied by himself and the usual numerous family.

From fifteen to thirty-five days are consumed by the drying, rain and dry weather affecting the process to a great extent. When the tobacco is dry the sticks containing the leaves are placed in a pile from twenty to twenty-five feet square and varying from seven to ten feet in height. These piles are covered with mats made from the bark of the banana trunk. Every four days the piles are turned so that fermentation will be equal in all the leaves. During the first turning process the leaves are sorted on the sticks according to size, and during the second turning they are removed, again sorted and placed on shorter sticks about a yard long. Another pile is made of the tobacco leaves, and from six to eight days pass before they are again piled. This process is repeated three or four times before the leaves have gained the desired color. A new arrangement is then made of the leaves. They are tied in bundles of ten. Ten of these bundles are fastened together, this constituting what is called a "hand." In order to cause further fermentation another large pile is made of the leaves, stems outward, with openings at regular intervals to provide ventilation and to prevent too rapid fermentation and burning.

The quality of the tobacco depends in large measure on the care exercised by tobacco growers at this stage. The quality of the leaf and the weather conditions make it impossible to follow any set rule in turning the pile. However, natives trained to the business know by the odor emitted by the fermenting pile when turning is necessary.

The Chinese and European buyers of the weed continue the work of curing and classifying the tobacco before it is baled and ready for shipment to the Manila market.

### COST AND PROFIT.

Land in the heart of the Cagyan Valley is valued at $20 to $40 an acre.

Only native labor is utilized in cultivating the fields and in preparing the tobacco for market. The standard price for a day's labor is 25 cents, and a carabao may be hired for half that amount. Computed on that low basis the cost of production is almost equal to the price paid for the crop. But the native women do the larger share of the farm work and the curing is left entirely to their hands. A Filipino farmer seldom if ever pays out a cent to his own people as wages, and the money he receives from the buyer he regards as clear profit.

A liberal estimate places the production from a hectare of land (two and a third acres), with ten thousand plants, at 200,000 leaves, or fifty bales (forty "hands" to a bale).

The price per bale, according to the present classification, is as follows:

| | |
|---|---|
| First class | $7.12 |
| Second class | 4.50 |
| Third class | 2.06 |
| Fourth superior | 1.00 |
| Fourth current | .75 |
| Fifth | .25 |

At present the natives do not average one bale of first-class tobacco from a hectare of land or from a fifty bale crop. The proportion given by the last published report is as follows:

| | |
|---|---|
| First class | 1.2 |
| Second class | 3.1 |
| Third class | 6.5 |
| Fourth superior | 11.7 |
| Fourth current | 31.1 |
| Fifth class | 46.6 |

Experts estimate that at least three bales of first class and an equal proportion of the other high grades should be obtained in a fifty bale crop. Indeed, Manila manufacturers are constantly complaining over the deterioration of the tobacco and the scarcity of first-class leaf. At present the price of a quintal (three quintals to a bale) of first-class is $15 at Manila. At one time during the monopoly, when exchange on London was 4.01, the same amount sold for 112 Mexican dollars, a falling off that must be in large measure ascribed to conditions in the tobacco growing districts of the island and not altogether to the trade outside the archipelago. There are, however, several estates

(*Continued on page 42.*)

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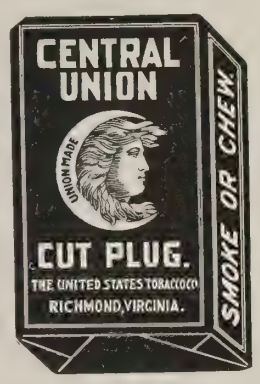
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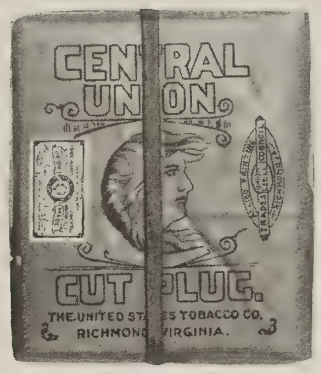
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8 oz. Decorated Tin
16 oz. " Canister
10 oz. " Lunch Box

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1⅔ oz. Decorated Tin Box
4 oz. " " "




8 oz. Decorated Tin Box
16 oz. " " "

Steadily Coming to the Front with Smokers of **FINE TOBACCO**

# TOBACCO IN THE PHILIPPINES.

(*Continued from page 40.*)

in Cagyan, owned and operated by the manufacturers at Manila, and these are cultivated and the crops are cured with the same care that was shown in former years. The "Tabacalera," "La Yebana" and other corporations operate these plantations, furnish the transportation facilities and supply the market with the finished product.

The expense to the buyer of curing and classifying, insuring and transporting a bale of tobacco to Manila from Cagyan is estimated at $3.50 per bale.



SCENE IN A MANILA CIGAR FACTORY.

### THE TOBACCO PRODUCED.

Phillipine tobacco is dark in color. The leaf used as wrapper is inferior to the Connecticut and Sumatra wrapper, lacking the quality of toughness and the silk-like texture found in the American grown article. The Philippine cigar furnishes only a light smoke. Foreigners accustomed to Cuban tobacco complain of the lack of strength and the necessity of smoking a number of Manila cigars to gain the same degree of satisfaction to be had from one Havana. The same qualities obtain in the native cigarettes and in "picadura," pipe tobacco. This quality will perhaps explain the enormous consumption of the native grown weed in the Philippines. A larger quantity of the tobacco may be used by a smoker without injury than is possible to the consumer of Cuban or American products.

### MANUFACTURE OF TOBACCO.

The number of establishments for the manufacture of tobacco in the Philippines in 1902 was 113; the amount of capital invested, $2,250,000; there were 10,150 wage earners employed, receiving a monthly wage of $69,000, or an average of $6.78 per month per man. The cost of materials purchased is given as $2,170,000, and the price of the finished product at $4,370,000.

The Philippine census states that the difference in value of leaf and manufactured tobacco is not nearly so great as in other sections of the world, the element of labor in which the difference principally consists not being so important a factor as elsewhere.

Manila contains the greater number of the factories. Of the total number (113), 75 are located there, and 9,160 of the total 10,150 wage earners, are employed in the Manila establishments. Less than $50,000 is invested in the business outside the capital. Nearly 5,000 men working at the Manila factories earn $38,000 per month, and 4,200 women receive $27,000 per month.

The tobacco industry compared with others of the archipelago shows that tobacco ranks fourth in the number of establishments, second in the amount of capital invested, first in number of people employed, second in average monthly wage, second in cost of materials purchased, and first in value of product.

Of the 75 factories at Manila the most important are Tabacalera, La Insular, La Germinal, El Oriente, La Yebana, La Union and the Alhambra. The number of employees in these factories averages from 400 to 600, and the machinery used is the most modern that money can buy. French machines for the manufacture of cigarettes are being supplanted by American machines with a capacity of 80,000 per hour.

The owners of factories at Manila find little difficulty in obtaining efficient labor at a very low price. Since 1902 the workers have been unionized and this has led to some disturbance over the questions of wages and hours. The change of the money of the country from silver to the gold standard brought on a strike in 1904, the employees charging the manufacturers with selling their product for the new currency, while paying their help with the old, but the trouble was confined to a very few of the factories and was settled without difficulty. Wages, under the influence of high prices at Manila and the municipal and governmental enterprises, have shown an upward tendency since 1902. The latest figures given out by government officials interested in obtaining a reduction of the tariff on Philippine tobacco are $1.25 per day for first-class factory workers, 75 cents per day for second class and 25 cents per day for third class This may be considered a very liberal estimate. The number of workers in the various grades is not given, nor is it stated if skilled machinist and machine operators are classed as factory workers. The Filipinos have proved themselves to be skillful in the handling of machinery and in the production of hand-made cigars. The finished product, outside the quality of the tobacco itself, will compare favorably with the goods placed on the market by any other country.

With the exception of La Germinal, all the important establishments are under European supervision, principally Spanish and German. Germinal is a Filipino enterprise inaugurated since 1898. Both Dr. Tavera and Benito Legarda, formerly members of the Philippine Commission, are directors of the company. Previous to July, 1904, 600 native workers were employed at the Germinal factory. A new building equal in floor space to the old was added in 1905, notwithstanding the imposition of the new internal revenue tax in the islands which adds considerable to the expense of producing cigars and cigarettes for home consumption. The management and the workers are all Filipinos, and the product of the factory is classed with the best in the archipelago.



CIGAR WORKERS IN THE PHILIPPINES.

### MARKETS FOR PHILIPPINE TOBACCO.

The report of the Collector of Customs for the Philippine Islands and the records of the Spanish government show that the export of tobacco has not fallen off for a number of years.

Exports of leaf and manufactured tobacco under Spanish rule, ten year periods since 1854, were as follows:

| | |
|---|---|
| 1854 | $1,151,226 |
| 1864 | 2,804,577 |
| 1874 | 3,476,816 |
| 1884 | 1,586,004 |
| 1894 | 1,575,544 |

The report of the American Insular Government from 1899 to 1904 of the exports of tobacco, shows the following:

| | VALUE. | | | | | |
|---|---|---|---|---|---|---|
| | 1899 | 1900 | 1901 | 1902 | 1903 | 1904 |
| Unmanufactured | $804,919 | 817,759 | 953,520 | 784,523 | 902,610 | 1,021,949 |
| Cigars | 1,294,701 | 1,189,942 | 1,250,175 | 1,666,822 | 947,144 | 968,869 |
| Cigarettes | 525 | 1,573 | 11,092 | 9,995 | 20,699 | 12,586 |
| Plug | ..... | ..... | ..... | ..... | ..... | 218 |
| All other | 112,617 | 166,308 | 2,941 | 40,127 | 11,305 | 9,965 |
| Total tobacco | $2,212,762 | $2,175,762 | $2,217,728 | $2,501,467 | $1,881,758 | $2,013,287 |

Taking into consideration the fact that Borneo, Sumatra, New South Wales and certain districts in India have of late years entered into competition with Philippine tobacco in markets formerly supplied by the archipelago alone, the wonder is that the native product has held its own.

Tobacco leaf is shipped in quantities to Spain, Italy, France, Germany, England, Australia, Japan and China. The Spanish government has continued the contract with Tabacalera for a specified amount of standard quality each year, and there is little danger of that demand diminishing.

The export of leaf has steadily increased since 1899. The sale of Manila-made cigars, on the other hand, is the only part of the trade that has diminished, the value of cigarette and other manufactured exports giving evidence of a steady growth.

Manila cigars find a ready market in China, the Straits Settlement, India, Ceylon, Australia and other British possessions in Oceania. Australia, and the Dutch governments of Borneo and Sumatra have established a tariff on Manila cigars, while Japan, during the late war, established a tobacco monopoly in the empire which disturbed the trade to some extent. Borneo and Sumatra levy an import tax of 200 gilders per hundred kilos on Manila-made cigars, while the cigars of all other countries pay but 50 gilders per hundred kilos. The reason given for this discrimination is that the Manila cigars are so much like Sumatra goods that they are dangerous competitors in the home market.

(*Continued on page 52.*)

# THE NEW ENGLAND AND BOSTON TRADE

**Some of the Distinctive Features That Have Made This Trade Unique in the United States.**

*(Written Especially for the Anniversary Number.)*

BOSTON, Mass., May 4, 1906.

New England, though a large cigarmaking center, being a metropolitan district, is not classed as yet among the large centres of trade in this country. It was not till within a decade or two that there were what could be called large cigar manufacturers in New England, least of all in Boston. Cigars were made by small dealers, working at home, and the aggregate product must have been considerable. They necessarily served only the immediate neighborhood of the maker, and were severely limited in making known their goods and keeping in touch with the taste of the public, always fickle and prone to change from old loves to new in the flavor of cigars. Not till the factory work became well organized did the advantages of organization, abundant advertising, large resources and the greatest skill in blending, and above all in purchasing the raw material, lead to an expansion of cigarmaking to its present important and rapidly growing status.

From a low position twenty years ago in the scale of cigarmaking centres, Boston has become the sixth in rank, and promises for particular reasons to reach a position much above its rank as a centre of population. New England, particularly in Connecticut, is a tobacco growing center, which has shown a large increase in area and in the class of leaf that the soil is producing. Boston, however, is the center of the large factories where most of the cigars are made. As might be expected, the trade developed here a peculiar phase known nowhere else. The Boston-made cigar is the only one, as a rule, that will suit the New Englander, and its looks and taste are different from those of any other American cigar.

"Boston," says a well-known dealer, "is the only place that knows the Londres cigar to any great extent. Smokers come here from everywhere and ask for the Londres, and are surprised to get the real thing. The word Londres refers only to the shape of the cigar. It is long, cylindrical in shape and cut off squarely at the smoking end. That shape distinguishes the Boston cigars, and the Bostonians, as a rule, will not have anything else." There are about a dozen well-known brands of cigars now known all over the country, all made in Boston, and the makers do not depart, to any great extent, from the Londres shape and Boston flavor. In recent years the manufacturers have added several new shapes which were demanded in other parts of the country as well as here. One of these brands would doubtless be found to be sold by the carload if the maker would tell. It is one of the nickel brands, but it is astonishing to see who smoke them—men who could buy 25 cent cigars if they wanted to. One or two 10-cent brands enjoy equal popularity; although the price keeps the trade in a smaller compass than the 5 center, they go everywhere and win.

Whatever the local tastes may be, the Boston type of Londres and the Boston blend makes its way and this promises to make the Hub a cigarmaking city out of proportion to its size.

### H. TRAISER & CO.

When the history of the evolution of the cigar industry of this country shall have been written impartially and due prominence given to the firms responsible for the marvelous prosperity of the standard brands of cigars, the firm of H. Traiser & Co., Boston, will be found at the forefront of the cigar manufacturing of New England. This firm has had a period of unbroken prosperity extending through a stretch of over half a century behind it, for it was in the year of 1852 that Henry Traiser, the founder of the business, opened a modest little store at the corner of Court and Sudbury streets. Here he did a retail business in the front of the store and began the manufacturing of cigars in the rear. In those days the corner of Court and Sudbury streets was the point on which the tide of traffic between Cambridge and travel over the railroads leading to the north split. The larger part of this was a first-class trade, and from it grew the prosperity which was the foundation of the present firm. As the bulk of the trade came from Cambridge and Harvard College, it was only natural, in selecting a name for the cigar manufactured, that the firm should have named its highest grade brand after that university, thus insuring for the Harvard cigar the fame and the assurance of quality that the name of the university implied. Early in its history the firm adopted the motto "Quality First, Last and Always." How well it lived up to its motto in the conduct of the business can best be learned by a brief study of the figures disclosing the entire output of cigars in the country. In the last fiscal year the total output of the country amounted approximately to somewhat over 7,000,000,000 cigars. Of this New England contributed about 200,000,000, comprising the output of 900 factories. Of this total production of New England the firm of H. Traiser & Co. contributed the vast proportion of 75,000,000 cigars, and have completed arrangements to reach 100,000,000 of their justly famous Harvard and Pippin, thus assuring beyond all competition their premier position as cigar manufacturers of New England. The members of the firm are Charles H. and Richard E. Traiser, who are known throughout the length and breadth of the land as thoroughly experienced cigar manufacturers and leaders in their line.

### OTHER CIGAR MANUFACTURERS.

Another firm that have obtained great prominence the past quarter of the century is that of Roger G. Sullivan of Manchester, N. H., makers of the 7-20-4, a ten-cent cigar of Boston shape and blend. Each year has brought an increased output of this justly popular cigar, particularly the last year.

Breslin & Campbell, manufacturers of the Quincy ten-cent cigars, are another house whose popular brands of cigars have come rapidly to the front; their present quarters are entirely inadequate for the amount of business they are doing, and a large factory is now in course of erection for them.

The J. A. cigar is another famous Boston brand that

(*Continued on page 46.*)

"THE EXQUISITE EGYPTIAN"

"NESTOR"

(NESTOR GIANACLIS, CAIRO AND BOSTON)

CIGARETTES

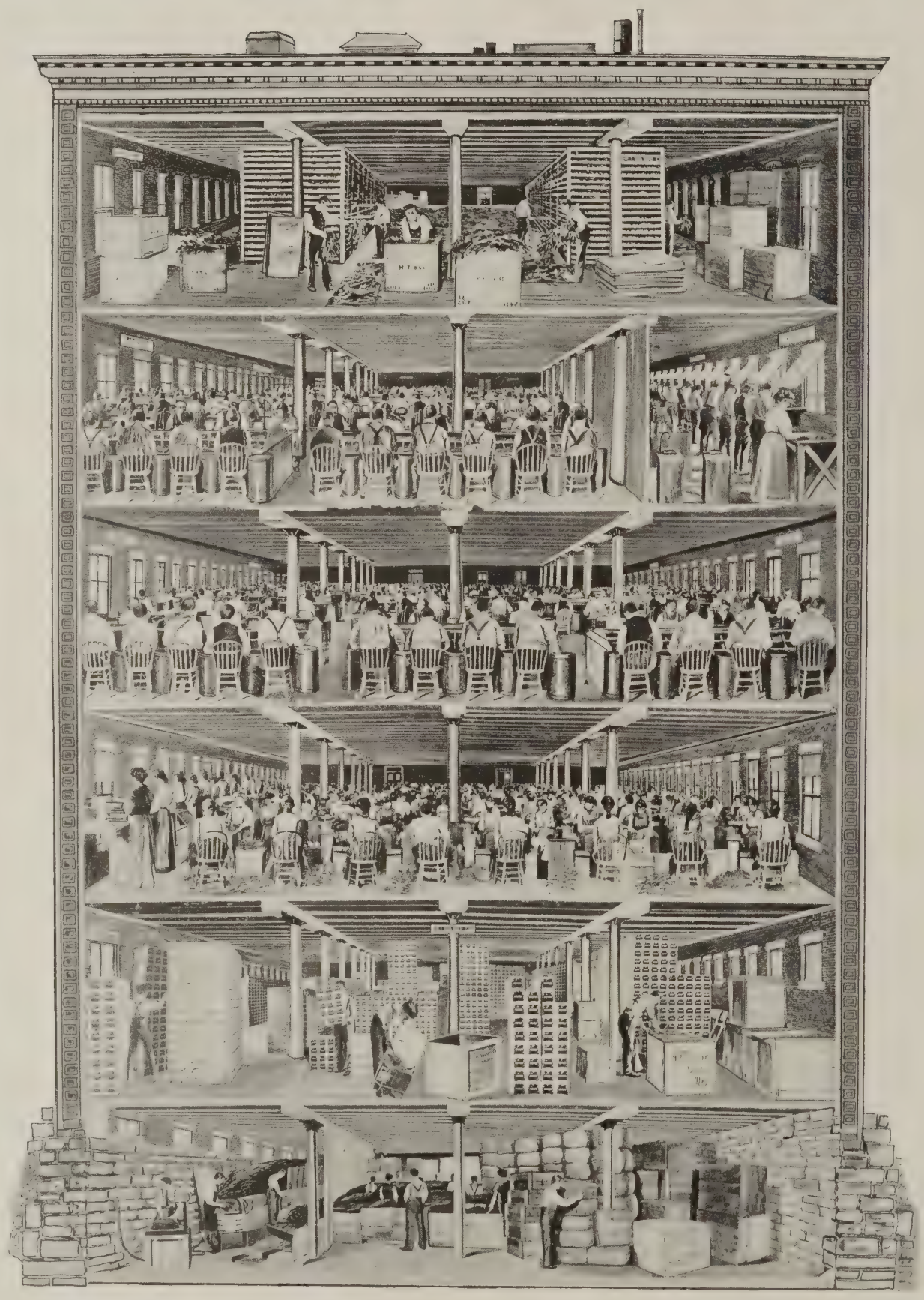
NOW SOLD AT TWENTY-FIVE CENTS PER PACKET OF TEN

Correspondence Solicited

NESTOR GIANACLIS CO. Boston, Mass.

# OVER A MILLION OUT

HARVARDS

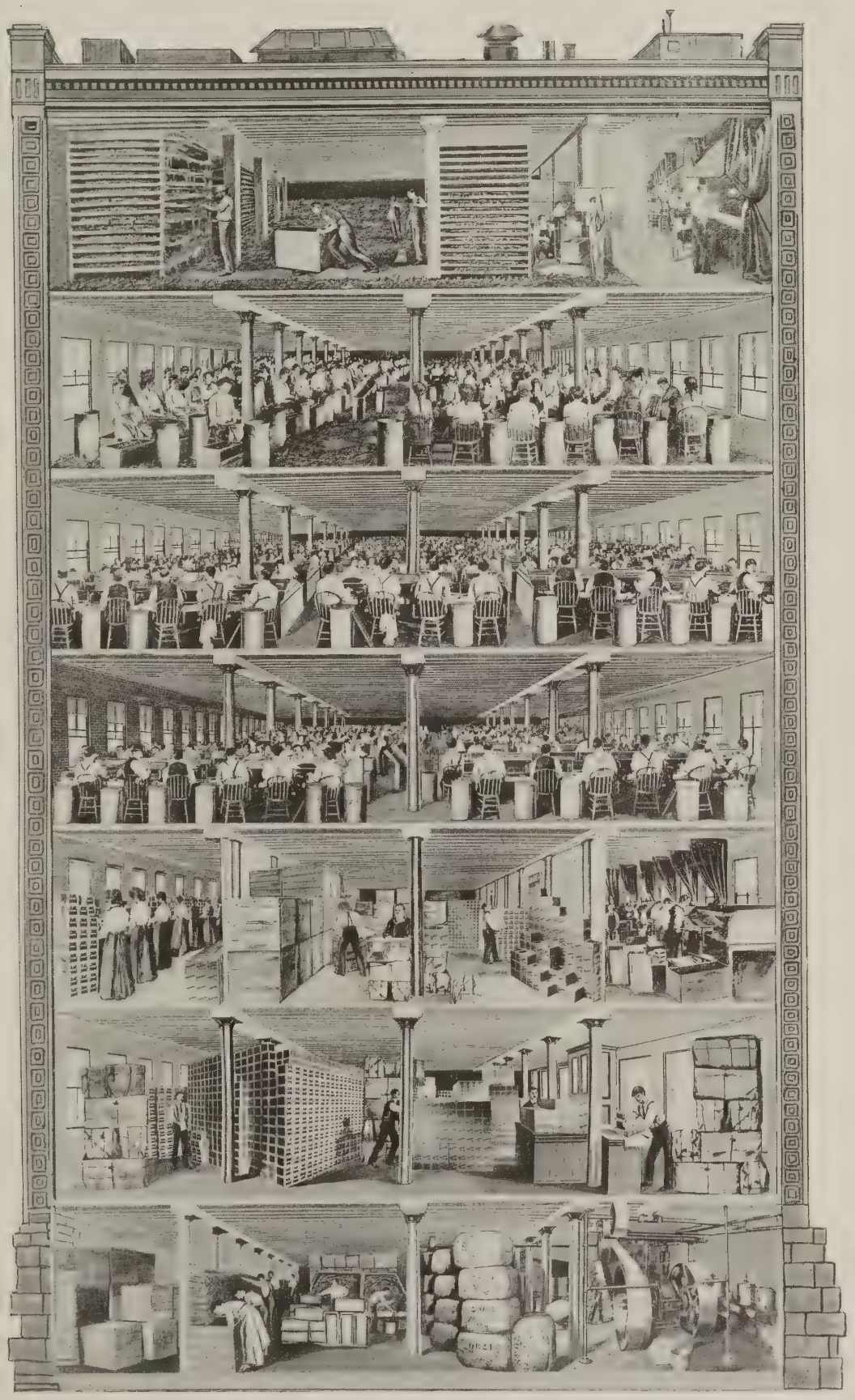


OUR FACTORIES

# H. Traiser & Co.,

# PUT ION A WEEK

OUR FACTORIES



PIPE PINS

Boston, Mass.

## THE NEW ENGLAND AND BOSTON TRADE

(*Continued from page* 43.)

has been on the market for many years. It is made by the old firm of Alles & Fisher, which occupies a position that many manufacturers envy, inasmuch as they do a strictly cash business. No cigars are delivered by them unless they receive the cash on delivery of the cigar. The manufacturers who, as a rule, have many long waits for their money after the delivery of their product, can appreciate Alles & Fisher's enviable position.

The Wait & Bond Co. were perhaps the oldest jobbers in the city, who years ago distributed brands controlled by them, but made in outside factories, all over the New England States. About a decade ago they started manufacturing and gained for the Wait & Bond cigar a wide reputation and an immense sale. The Totem is their nickel brand.

Some years ago there was a big strike of the cigarmakers in this city, and from the outcome two factories were started, one known as the Cigarmakers' Co-operative Association, which made the C. C. A., and the Massachusetts Co-operative Association, which manufactured the M. C. A. The last two named cigars have been classed with the leading popular brands of the last quarter of a century.

The Trimount is another well known local brand that has a big sale.

The firm of Joseph McGreenery & Co., whose senior member was formerly a partner of the firm of McGreenery & Manning, has come into the field of manufacturing popular brand cigars in the past few years. This firm manufactures the Poet ten-cent cigar and the Marksman nickel smoke. These two brands made great headway from the start and are in the front rank of popular brand cigars that are the fast sellers of the day.

The Star Eagle and the Parker House bouquet, manufactured by the long established firm of the H. M. Mason Co., are two well known cigars that have been on the market for the past decade.

### CIGAR BOXES.

To supply the demand for cigar boxes there are a number of large cigar box manufacturers located here, among the best known being the firm of J. W. Strieder and the Alberti Box Co., who operate finely equipped factories which are kept running to their capacity to supply the demands of the local trade.

### CIGARETTES.

The Turkish cigarette industry in New England has also showed a steady gain in the last twenty years, and there is at present a number of very important factories located in New England, the more important ones in Boston. The greatest event of recent years in the cigarette industry was the locating of the celebrated factory of the Nestor Gianaclis Co. in Roxbury, Mass.

The Nestor, previous to the opening of the factory in the month of December, 1905, was made in Cairo, Egypt, by Nestor Gianaclis. These cigarettes were introduced into this country by the Boston house of Charles B. Perkins, which had the sole control of the Nestor for the United States and Canada. This was in 1886. Mr. Charles A. Kimball, then a member of the firm of Chas. B. Perkins & Co., withdrew from the firm in 1897 and took the agency, and continued it until his death, which occurred in August, 1904. The agency was then taken over and continued by Ledger, Sons & Co., of London, Eng., which business was merged into the Nestor Gianaclis Co. in 1905. In December, 1905, the great factory for the manufacture of cigarettes was opened, and shortly after this date the first Nestor cigarettes made in America were put on the market. The Nestor cigarettes at the popular price of 25 cents have been eminently successful, and there has not been a time since the opening of the factory that the company has come anywhere near catching up with its orders.

Among other less prominent factories are the Mentor Co. and the Menashi Khoury Co., which have met with considerable success in placing the Menashi and El Ahram brands.



AMERICAN FACTORY OF THE NESTOR GIANACLIS CO., IN BOSTON.

### SNUFF AND PLUG.

New England is justly proud of its snuff industry, which consists of one concern, the Byfield Snuff Co., of Byfield, Mass., owned by Benj. Pearson. This is one of the oldest concerns in the country. One of the earliest land grants given by the town of Newburyport was given to John Pearson in 1804, for a mill to grind snuff, which has been controlled by the Pearson family to this date. Benj. Pearson took over the business in 1874, and is now one of the largest Independent manufacturers of snuff in the country. He has had all kind of offers from the Trust to sell his plant, but he has steadily refused. The Red Top is the name of the leading brand that he manufactures.

There is not much plug tobacco manufactured in the New England States, and what little there is is of limited consumption. At one time there was a large factory started in Charlestown, Mass., which was known as the Merchants Tobacco Co., and which for a period did a big business, but owing to jealousy among the wholesale grocers, who controlled the plug tobacco trade in that day, this factory was not a success. The Boston Tobacco Co. later took hold of the factory, and it is said sunk considerable money. It was then permanently closed, and the brands put out by the factory, which were Boston Lump and Hot Stuff, were sold to the Pays Tobacco Co. of Virginia. That was the first and last attempt to manufacture plug tobacco to any extent in this market.

New England is gaining quite a reputation for the manufacture of pipes. One of the largest pipe factories is located in Boston; it is owned and controlled by Ehrlich & Kopf. The factory was formerly owned by F. Abraham & Co. and was purchased by the above concern. The product is making an enviable reputation and is sold by the leading stores in the United States.

The New England market is conceded by all to be one of the most peculiar markets of the country to do business in. In many ways the trade is very much localized, inasmuch as the dealers push local made goods and always prefer to do business with local people. If an outsider wishes to get any volume of business out of the New England territory, he must eat and sleep, and get in a way socially acquainted, and by this means obtain a clientage. The New Englanders are conservative and very loyal, once you get in, which makes it a very desirable place to do business in. You can be assured that as long as the goods that you sell are what you claim, and the customer is treated right by your firm, you can do business with them as long as you call.

The dealers here buy their goods in an entirely different way from that which prevails from New York City westward. They are, as a rule, small buyers, but they buy more frequently. This can be accounted for by their being located near to the manufacturing and distributing centres.

The New England States have been and are now the largest seed and Havana consuming States in the country. In the last ten years the sale of clear Havana cigars has shown a wonderful increase. Retailers who some few years back never carried anything but a seed and Havana cigar were compelled by the call they had for clear Havana cigars to add these to their stock, and now report them as a desirable article.

### JOBBERS AND RETAILERS.

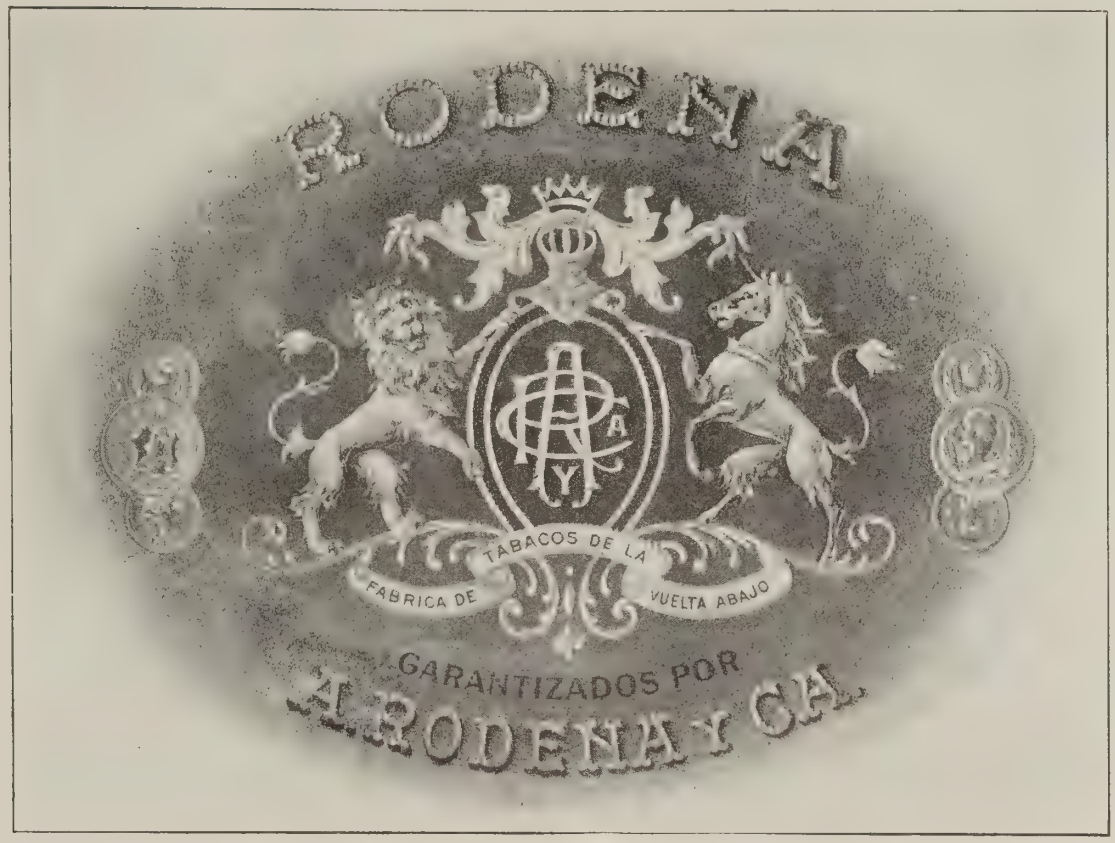
Years ago the representative of a cigar factory called on the jobbers only, but the factories grew faster than the power of distribution of the jobbers, and after the factory representative made the rounds of the different jobbers and was turned down, he called on the large retailers, who could buy in fair shipping lots, and quoted them prices slightly under the jobber's figures. In that way the local factories got their brands started, and this has continued until to-day there is hardly a retailer of good standing who is in a position to use a sufficient quantity of goods that is not buying from the manufacturer direct at close prices. This condition applies also to cigarettes and tobaccos; if they will buy the quantity, they get the prices.

This change of affairs from the time the jobber had it all his own way has made a big change in the jobbing business, but the smaller stores have increased more rapidly than the larger ones. Drug stores in times past paid very little attention to the cigar department, and in consequence neglected, until a few years back, to pay much attention to this end of the business. In recent years the druggists have gone into the cigar business in earnest, and as a result the drug store has become a prominent factor in the cigar trade. So much importance is now attached to the drug store stand cigar business that a formidable organization known as the National Cigar Stand Co. was organized to get possession of it. Its plans were given wide publicity and are so fresh in the minds of readers that space will not be given in this article to a scheme which seems to have proved abortive.

(*Continued on page* 48.)

# "THE GOODS THAT MAKE YOU GLAD"

## THIS IS THE LABEL




## AND THIS IS THE ADMIRAL SIZE




OF THE RODENA CIGAR that has scored the Greatest Success ever known, in the hands of the Absolutely High Grade Trade in New York, and at Every Point where it has been Introduced. It is the Cigar that can Always be Depended upon to Please the Most Critical Smokers.

"As good as RODENA CIGARS!" has become a Recognized Standard of Comparison, not only in the trade, in New York, but among members of Exclusive Clubs, and frequenters of the Leading Hotels, and most Fashionable Restaurants.

As a well-known Clubman and Connoisseur remarked recently: "There is only one trouble with RODENA CIGARS; after you have smoked them once, other cigars never again taste the same to you as they did before you knew the delights of a RODENA."

If you have trade, or want to secure trade, that will appreciate that kind of a cigar, why not investigate our proposition?

The very highest type of a Clear Havana Cigar; the very best Vegas of Vuelta Abajo are used to the exclusion of all others.

---

# A. RODENA & CO.

**"The firm that succeeds by making others successful"**

**Corner Greenwich and Harrison Streets, NEW YORK**

## THE NEW ENGLAND AND BOSTON TRADE

(*Continued from page 46.*)

Another factor in the retail cigar business of New England that has made itself felt of late is the opening of the United Cigar Stores. There are some of these stores in nearly every city of importance in New England, though few of them have been what an average business man would call a profitable investment, and the majority of them do not pay the running expenses. Nevertheless, although they did not create any new smokers, they have drawn business away from the independent stores. Just now the company is about to open several new stores on some of the most prominent corners in Boston, the rents of which are said to be prohibitive for any legitimate cigar store.

Boston has the honor of being the birthplace of cut prices in cigars and tobacco. Jaynes & Co., the large



BOSTON STORE OF HYNEMAN BROS.

cut rate druggists, are said to have been the originators of this deplorable custom. Many attempts have been made to prevent the cutting of cigar prices, but nothing has been accomplished in that direction.

A Retail Dealers' Association was at one time formed here to handle nothing but independent goods, but it was a very weak-kneed affair, and the prominent dealers did not join. It lasted for a short while and passed away.

The mistaken idea that a fortune is easily made in the cigar business has attracted many from other lines of commerce to try their luck in this line, and in proportion to population Boston has more cigar stores than any other city of its size in the country. All of them seem to be making a living, but with some it must be pretty poor living.

The office building stand is one of the latter-day developments in the trade that is cutting a considerable figure. This was brought about by the erection of large office buildings which take the place of a block of small buildings. There are several such stands that enjoy a larger business than many of the retail stores.

### SMOKING AND CHEWING TOBACCOS.

The smoking and chewing tobacco business has undergone some wonderful changes in the past twenty years, perhaps greater than any other branch of the tobacco business. At the beginning of that period the Tobacco Trust was an unknown factor, and plug tobacco was sold by commission agents of independent manufacturers. It was then sold by the quality, and was known by the manufacturers' marks on the cases. It was not until 1878, when the firm of P. H. Mayo put a tag on their tobacco, that tobacco became known by brands. The first tags were put on under the leaf. This was found impracticable, as the consumers not only injured and cut their mouths in consequence of the concealed tag, but broke their knives. It was then put on the outside. Other firms fell into line and adopted the tin and paper tags. Before the year 1880 tobacco was put up in large packages of 50 to 125 pounds; the 7, 14 and 21 pound box is of a later adoption.

Cut plug has been on the market only since 1888. The first brand that was put out was the Sensation, made by P. Lorillard. It was quickly followed by Mayo's Cut Plug, manufactured by P. H. Mayo. Then other firms followed suit. Granulated tobacco was unknown. Duke's Mixture and Bull Durham are new forms of tobaccos in comparison to the other kinds.

### CHANGES IN THE BUSINESS.

Years ago the tobacco business was controlled by the wholesale grocers. The old firm of James Quinn was the first firm outside of the grocers to go after the tobacco business. In 1859 90 per cent. of the tobacco business was controlled by the grocers. To-day the condition is exactly reversed. Of the commission agents who were in business a quarter of a century ago only a few are actively engaged in the business here to-day. Asa Goodnow and A. R. Mitchell, two very old-time prominent agents, have passed away. Kingsbury and H. P. Brigham are now officers of the Continental Tobacco Company. Chas. S. Keene is also with this corporation. George W. Abbott, J. W. Dill and George W. Stinson, W. P. Kittredge and Charles Tilton are still actively engaged in business.

One of the most recent new forms of tobacco is the cube cut sliced tobacco packed on edge, which seems to have come to stay.

The Turkish cigarette is practically a new article which has come into prominence in the last ten years. A Turkish cigarette, outside of the imported, was a very hard thing to find except in the clubs and hotels, and the sale was limited. The Virginia made cigarette was the favorite and enjoyed a wonderful sale. The brands were the Sweet Caporal, Duke's Cameo, and Richmond Straight Cut. These brands have a large sale to-day, but the Turkish cigarette is constantly gaining ground, and each year shows a big decrease in the sale of Virginia tobacco-made brands.

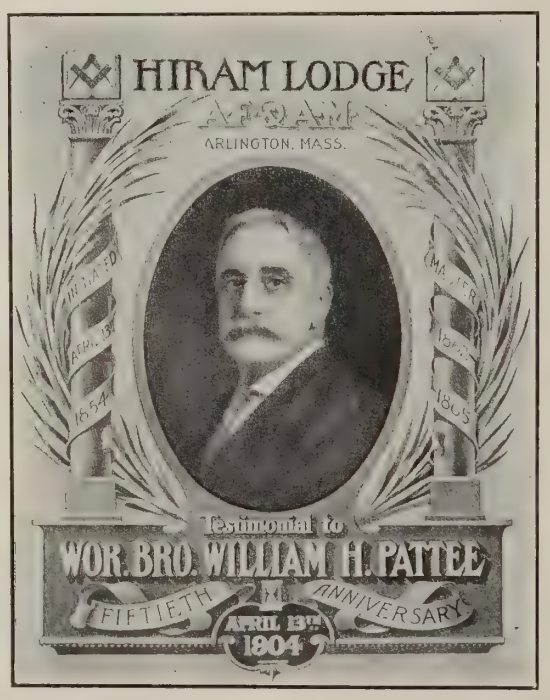
### PORTO RICAN CIGARS.

In a recent interview with Mr. J. H. Johnson, of the firm of Johnson & Co., the largest handlers of Porto Rican cigars in the East, he said that the birth of the Porto Rican cigar in this market was directly after the Spanish War. The duty was then taken off, and all the cigars from the island of Porto Rico were made free of duty. The first goods to obtain prominence were the so-called bundle goods. These were put up ten in a bundle. They were made of excellent tobacco and contained a long filler, but on account of the big demand the manufacturers were unable to obtain sufficient high grade tobacco to supply the demand, and in consequence used inferior tobacco, which for a time killed the sale of these so-called bundle goods. The public then demanded something better in the way of shaped goods, and then cigars of shapes from Petit Bouquet to large Perfectos. Some of these were strictly hand-made and the tobacco from the La Planta Valley, the finest producing district in the island of Porto Rico, which were accepted by critical smokers and a large business immediately created.

At the time the duty was taken off, excellent fillers, rivaling Havana in burn and general appearance, could be bought for from 29 to 33 cents per pound, but the same class of filler to-day is bringing 50 to 60 cents per pound, and is eagerly sought by manufacturers.

The character of Porto Rican tobacco to the experienced smoker is unmistakable, more particularly in the clear Porto Rican cigar. There are many who prefer this grade of cigar who have been smokers of clear Havana cigars in the past. A fine Porto Rican cigar is milder than any of the clear Havana cigars made in this country, but owing to the fact that many prefer light color wrappers it is extremely difficult to obtain the wrapper known as Sungrown, as most of the Porto Rico tobacco runs dark. To obviate this difficulty and to supply the demand for light colors, some of the prominent manufacturers have been using shadegrown wrappers, and while the opinion is divided as to the merit of shadegrown Porto Rican wrappers, wonderful success has been obtained by its use on high grade cigars.

The general belief among manufacturers and large handlers of Porto Rican cigars in this country is that the business of to-day is an established fixture, as most of the trash has been disposed of. The manufacture and sale of high grade Porto Rican cigars is only in its infancy, owing to the untiring efforts of the American West Indies Trading Co. to produce a cigar as fine as can be manufactured, seconded by the intelligent efforts of their distributors throughout the United States.




WILLIAM H. PATTEE, VETERAN CIGAR SALESMAN OF BOSTON.

Mr. J. H. Johnson has made a wonderful success in placing on this market the La Rosa De Juncos, which is made by the American West Indies Trading Co. The sales of this brand are now in the millions each year and still increasing. CHAS. T. ELLIS.

The Tobacco Workers' International Union has about 10,000 members. It is affiliated with the American Federation of Labor, and is one of the oldest labor organizations of the country. It was at one time attached to the Knights of Labor.

## BOSTON JOBBERS AND RETAILERS

**Companies and Firms Which Have Taken the Lead in the Two Great Branches of Business.**

*(Written Especially for the Anniversary Number.)*

BOSTON, MASS., May 5, 1906.

The jobbing business in Boston has undergone many changes in the past twenty years. Within that time the grocers, who were big factors in the jobbing of cigars and tobaccos, have seen their business taken from them by the exclusive jobber of cigars and tobaccos. The sub-jobber is also a new factor in the trade. He is located all over the city, and buys his stock from the jobbers who are on the direct list of the big companies. He then goes out and cuts the price to the customers of the very jobbers who have sold him the goods. Some of these sub-jobbers become of a size to warrant them on the direct list, but the instances are few.

The evolution of the retail cigar store is pleasing to record, from the day of the Wooden Indian as the chief attraction to the wonderful electrical displays of to-day. The appearance of a cigar store, the manner of keeping cigars in condition, attractive wondow displays, until lately all these were shamefully neglected. The idea of spending money for expensive store fittings was considered reckless and wasteful, and any attempt to keep cigars in proper condition a waste of time. Window displays were absolutely unknown, and it is only in the last ten years that competition has awakened the cigar merchants to the fact that they must have their stores as attractive as their wares. Even now, I am sorry to say, Boston cannot boast of its cigar stores as being among the handsomest in the country. We have some very pretty stores, but most of them are of the typical Boston style, plainly and modestly decorated.

The leading jobbers in New England are McGreenery & Manning. The firm is comprised of Mr. Joseph Manning, who took over the business of the long established house of James Quinn, and John McGreenery, of the firm of McGreenery Bros., 214 Hanover street. This firm was organized in 1901 and was then known as McGreenery Bros. & Manning. They were located at 214 Hanover street. In 1902, Joseph McGreenery resigned from the firm and started to manufacture cigars. The firm's name was then changed to McGreenery & Manning. They erected a large building at the corner of Fulton and Cross streets, and moved into it the same year. This firm is the largest distributer of independent and trust made goods in the East. The business is constantly growing and the present new quarters are hardly adequate to take care of the amount of business they are now doing. They have a finely arranged cigar department and a special corps of salesmen who sell cigars exclusively. They have recently installed a humidor that is said to be the largest of its kind in this country. This end of their business has made a big increase in the past year.

The second largest jobbing house in New England is that of the firm of Louis Jeselsohn & Co., now located on North street. This firm has been in business for the past 25 years. Mr. Jeselsohn, before embarking in the jobbing business, was a bookkeeper for some years with the late F. Abraham & Co. He opened at 213 Hanover street a retail and jobbing establishment, which was a success from the start. Owing to the constant increase in his jobbing business the retail department was discontinued. In 1905 he moved from Hanover street to 128 North street, where they now occupy two large buildings. Mr. Jeselsohn is noted for his square and upright business methods, his conservatism, and the prompt way he meets all his obligations. He is in the prime of life, having recently celebrated his fiftieth birthday. Maurice Hanauer, who is manager of the firm, has been with this concern for the last fourteen years. He started as a boy and worked up step by step to the responsible position he now holds. He is a very popular man and has all the details of the vast business at his finger tips and shows executive ability in conducting its affairs.

One of Boston's most important jobbing and retail houses is the firm of Hyneman Bros., who were organized March 14, 1881. The brothers are Ashur, Lewis, and Bernard, who were all formerly with the old firm of Nathan Samuels. Ashur was a salesman, Lewis was in charge of the Chicago branch house of Nathan Samuels, and Bernard was employed as bookkeeper. This firm has been distributors for the Hoffman House cigars, a brand which they have made famous in this market. Mr. Ashur Hyneman is the oldest jobbing merchant now actively engaged in the business. In 1897 they moved from Post Office Square to Milk street and fitted up the handsomest retail and jobbing store that there is in the city to-day. The fittings are of solid carved oak, and the Humidor is of plate glass and oak, with a capacity for 2,000,000 cigars. This was the first of its kind to be built in this country. Since then a number have been built, copied after it. The firm has been eminently prosperous and the brothers are noted for their charities. They are directors and officers in all of the Jewish charities in this city.

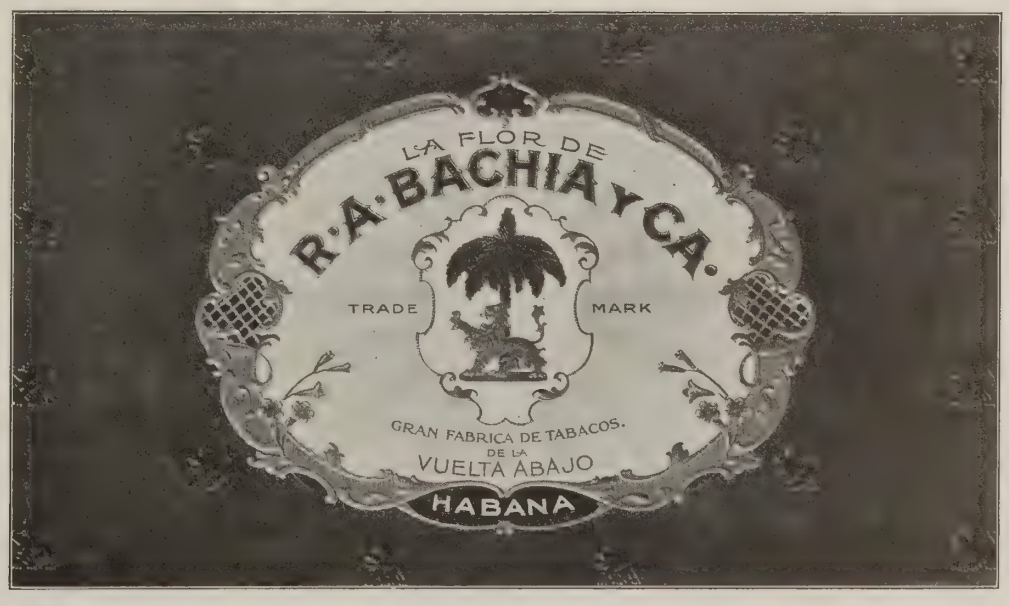
D. Frank & Co. are among the leading jobbers and retailers in the city. In 1884 D. Frank & Co. succeeded the old firm of Nathan Samuels, then located in Post Office Square. They continued there until 1897, when they moved to 232 Washington street and fitted up a very handsome jobbing and retail establishment. D. Frank & Co. are agents for E. Regensburg & Co., of New York City, and distributors of the Americans in the New England territory; also the Celebridads and Barristers. Mr. Charles Snyder, Frank Kahlmyer and Emil Reichenbach, who were with N. Samuels, are still in the employ of D. Frank & Co., in responsible positions. William Frank, brother to Daniel Frank, is also with the firm. Mr. Frank is very prominent in Jewish circles in this city and a leader in all their charities.

A name that is familiar to all of the old-time cigar men is that of J. Frank Miles, who opened a retail and jobbing establishment at 422 Washington street in

*(Continued on page 50.)*

R. A. BACHIA Y CA.

Manufacturers of Fine Havana Cigars Exclusively




"Cigars That Duplicate"

83 Walker Street NEW YORK

## BOSTON JOBBERS AND RETAILERS

(*Continued from page 49.*)

1868, which was successful from its beginning. During the Boston fire of 1872 the building in which he was located was destroyed, and after it had been rebuilt he again opened and continued the business until he sold out in 1880 to the present owner, G. Frank Davenport. Mr. Miles died in 1888. This is one of the oldest, if not the oldest, cigar store in this city, and is known from coast to coast. The Annie Pixley is the brand that Mr. Davenport has featured for the past decade. It is made by the firm of Y Pendas & Alvarez, which has had a long, enviable reign.



MAURICE HANAUER, OF BOSTON.

The large retail and jobbing firm of Cobb, Bates & Yerxa, grocers, have a cigar department, which was opened by the present manager of the cigar department, James Deering, when they were located on Washington street. A few years ago they moved to 55 Summer street, and are to be classed with the foremost retail and jobbing concerns in the East. They make a specialty of pushing brands that are owned by themselves. These include imported and domestic cigars, cigarettes and tobacco. They are the originators of the Weldon Slice tobacco, which is packed on edge and is enjoying wonderful sales throughout New England and the whole country.

Among the most prominent Boston retailers who deserve creditable mention is the firm of George H. Greenwood, of Boylston street, who has been in business since 1877 in the same location. From 1877 till 1892 this firm occupied the same store. Then the building in which it was located was torn down and the present Hotel Lexington was erected. When the building was finished, George Greenwood moved back and has continued there since. This firm was the first in the New England States to make any pretence of running a cigar store on the latest and most modern plan. Plate glass show cases were entirely unknown in these parts, and Mr. Greenwood was obliged to go to New York to have his ideas perfected in fitting out a modern store. When it was opened it was the talk of the town and every one came and visited the place to inspect it. The manner of keeping cigars used to be very crude and a device to keep cigars in condition was unheard of. Mr. Greenwood had built in his cellar the first humidor used in this city. Since then other firms have installed humidors, but the credit of introducing this device is due to the above mentioned gentleman. Mr. Greenwood, though a veteran in the business, is still actively engaged, and works as hard as any of his many clerks. He has suffered by none of the many attempts of the Trust to take his business away from him, but meets it in every move. He is a firm believer in controlled brands, of which he has many that he has made famous in this market, from such factories as E. M. Schwarz & Co., L. Nistal & Co., F. Garcia & Co. and Marcelino Perez & Co.

The largest retailers and jobbers of high grade cigars is the long established firm of Estabrook & Eaton. This firm dates back to the early 'fifties, when Benj. Estabrook conducted a store at Union street. He was located there for several years and then moved to Commercial street, and while there W. P. Wilder joined partnership. This continued for some time, and they opened a store at 220 Washington street, which was run as a retail branch of their wholesale business which they continued on Commercial street. Mr. Wilder resigned and Mr. Eaton was taken in as a partner, and then the firm was known as Estabrook & Eaton. As the business increased they moved to larger quarters at 222 Washington street, where the firm is now located. They also operate a retail store on Boylston street, in the Masonic Temple building, and a large store on Main street, Worcester, Mass. The members of the present firm are Henry W. Estabrook, Fred Estabrook and Willard W. Estabrook. This firm has a fine class of patrons in all their stores and a long list of gilt edge accounts on their books. They have been successful in placing on this market a number of brands that have become famous through their efforts, and they are a very progressive and up to-date house, and command the respect and confidence of the trade.

The most important factor in the imported cigar business in New England is the long established firm of S. S. Pierce Co., of Boston, who are also the largest wholesale and retail dealers in fine groceries and wines throughout that section of the country. Thirty years ago when this firm was at the corner of Tremont and Court streets, the cigar department was organized by Mr. J. E. A. Blais, its present manager. Thanks to the reputation which the S. S. Pierce Co. has always maintained for dealing only in goods of the highest quality, the attention and patronage of their customers was attracted to the cigar department when in 1896 it was given a large and prominent location in the present store at the corner of Tremont and Beacon streets. Here they are now doing the largest retail cigar business in New England. From the beginning a specialty has been made of imported cigars, and for the past twenty years, Mr. Blais has visited Havana every winter, so that, by becoming intimately acquainted with every detail of their manufacture, he can select the cigars of those manufacturers who use only the best tobacco and employ the most experienced workmen. Until 1903, this concern handled all of the then most popular brands of imported cigars, which have been gradually purchased by the Trust. But, in order to sustain their reputation for having only the best obtainable products, they soon found it necessary to give up all such brands which they had previously sold, and to confine themselves solely to those of the Independent manufacturers. The adoption of this policy has doubly inspired the confidence of their customers, so that each year has shown a great increase over the preceding one.

Charles B. Perkins & Co., now located at 36 Kilby street, is one of the old time concerns that is still doing business to-day. The house dates back to about 1868, and has always been in business in the same vicinity. The firm was originally Woodman & Perkins. Mr. Woodman retired in the 60's, and C. B. Perkins continued as sole owner, with the exception of a short period when Chas. A. Kimball was interested. In 1901 Charles Brooks Perkins was admitted as a partner. In 1902 Charles B. Perkins passed away and this event was mourned by all who knew him in either a business or social way. He was a man that was loved and admired by all the tobacco world. The firm of Charles B. Perkins was the first to import cigars from Cuba, and was for years the heaviest importer of cigars in the country and is to-day. The Elena brand is one that has been on the market for the past decade and is ever gaining in popularity. This firm also first introduced the celebrated Nestor Gianaclis cigarettes into this country and several other articles that have become equally famous. The present head of the firm is Charles Brooks Perkins, a gentleman who had a thorough schooling under his father, and who has conducted the business with marked success since his father's death. It is through his efforts that the concern is in the front rank of wholesalers and jobbers in this country.

Another old firm in this city is that of W. P. Wilder & Co., which was started by Mr. Wilder, of the old firm of Wilder & Estabrook, after that firm dissolved. Mr. Wilder opened a retail and wholesale store at the corner of Kilby and Water streets, conducted it for some years, and then removed to Central Wharf and took his son, the present W. P. Wilder, into partnership. Mr. Wilder soon retired and W. P. Wilder succeeded him and opened a retail store on State street, which he ran for several years. He sold his store and moved back to Central Wharf, where he conducted an exclusive jobbing business. After some years he opened a retail store at the corner of Broad and Central, and still continued to run his wholesale department on Central Wharf. The building in which he was located was torn down to make room for the Board of Trade building, one of the largest of its kind in the city, where this firm has one of the best paying stands in Boston. It also has a stand in the Oliver Building, at the corner of Milk and Oliver streets, where the wholesale busi-

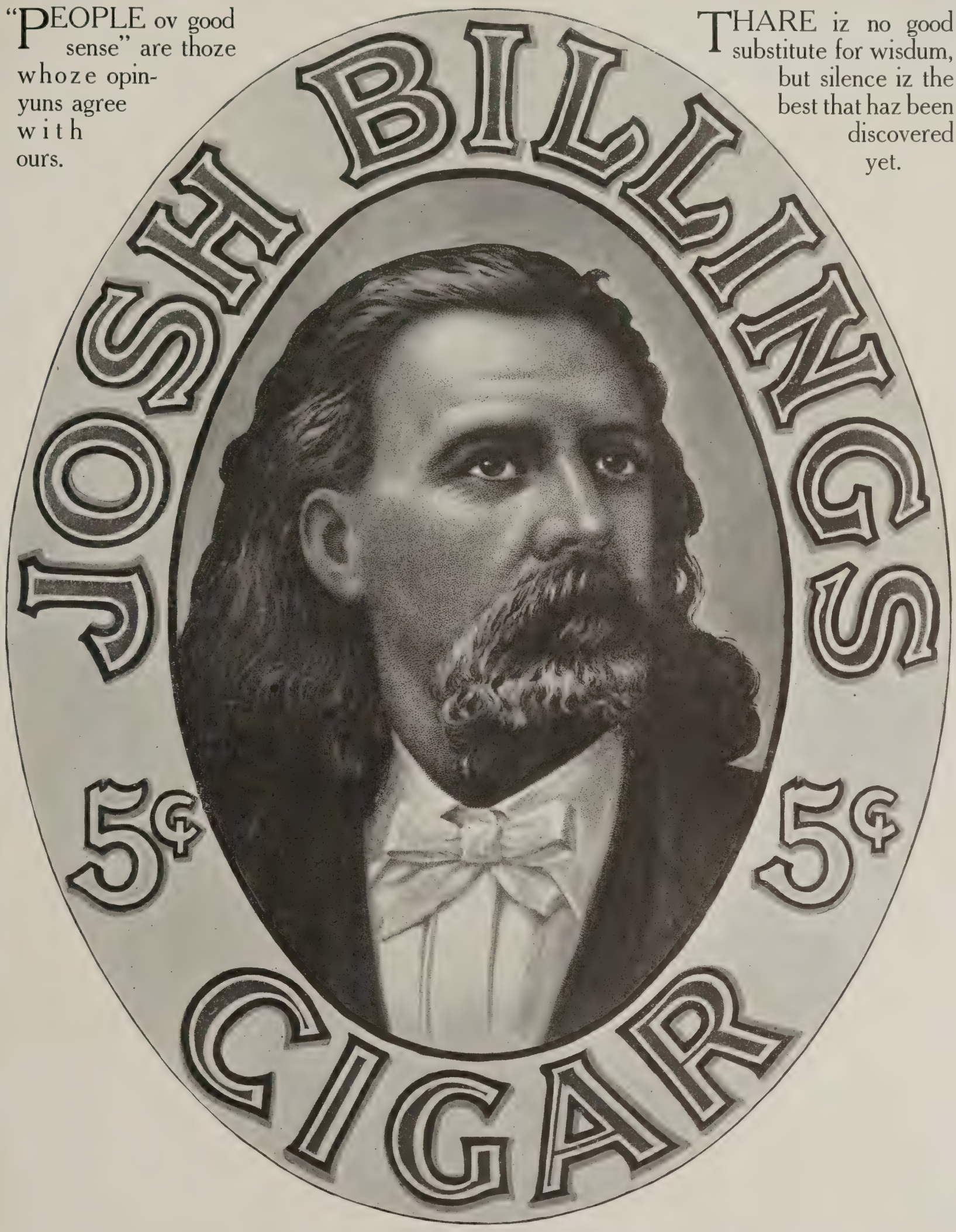


STORE OF GEORGE H. GREENWOOD, ON BOYLSTON STREET.

(*Continued on page 52.*)

"PEOPLE ov good sense" are thoze whoze opinyuns agree with ours.

THARE iz no good substitute for wisdum, but silence iz the best that haz been discovered yet.




I. LEWIS & COMPANY MAKERS
NEWARK, N. J.

## BOSTON JOBBERS AND RETAILERS

(*Continued from page* 50.)

ness is now conducted. This concern makes leaders of the different brands manufactured by the firm of Theobald & Oppenheimer, Philadelphia, Pa., the principal one being the Royal Lancer and the William Penn, which it has been notably successful with.

George O. Smith was one of the old time cigar dealers who have passed away. His business is being carried on by W. D. Allen, an employe of his for some years. Mr. Smith started in business in 1854 on Commercial street and then moved to Exchange street, which was then known as Lindel street. He continued there for some years and moved to Hawley street. During the war Mr. Smith was a big importer of cigars and from this source he acquired considerable wealth. Mr. Allen is continuing the business that was started by Mr. Smith, and is constantly adding to the large trade that he acquired.

H. M. Hyams is a name that has been connected with the tobacco business since 1854, and he is one of the few and perhaps the only one of the early pioneers that is actively engaged in the business to-day. He attends the Atlantic avenue store of the concern daily, and is as active and unquestionably more progressive than many of the clerks that are standing behind a retail counter to-day. He has seen the tobacco business in all of its changes, and remarks that if he knew any other line he would go into it and give up the cigar business. Mr. Hyams is a successful man and now has a chain of stores in different parts of the city. The store at 764 Washington street, which he has controlled since 1864, is the oldest cigar store in the city, and the same customers that have been trading with him for a generation still cling to the old spot.

Clark's Hotel, one of Boston's most noted hostelries, is not to be missed when the cigar business of this city is written of. Many able cigar men who have now passed beyond the gates must be mentioned to complete the history of this, a most important factor of the trade in this city. Adolph Otto was the first to preside over the stand, which he did faithfully for many years. Then came Del Benzequen, who was known by every travelling man who came to this city. He was the friend of the men who carried the grip. He possessed a wonderful memory, and knew each one by name and what he smoked. He died in the prime of life, after he had left the place where he had been for years to accept a position that at the time seemed to afford him better prospects, but we are often misled. After the resignation of Mr. Benzequen, Mr. W. H. Parker assumed charge of the stand, a man who was well versed in the business and had a host of friends. Under his able management the store has enjoyed an epoch of remarkable advancement. The trade that the former managers built up has been further added to, and the volume of business, if the figures were published, would astound the most conservative. Among the brands that have gained reputation at this stand are the La Integridads of Charles S. Morris & Co., the Fleur de Lis, the Flor De Simon Batt, the Pinzon of M. Perez & Co., and above all the Clarke's Regalia and Clarke's Perfecto, two private brands that are known from coast to coast.

J. B. Fuller & Co., O. L. Fern & Co., and John Gilbert & Co. are some of the firms that in the past have been well up in the cigar business, but have paid more attention to other branches of their business, and let this end of it run automatically.

Of the more recent stores that have come rapidly to the front, the store of Pillsbury & Co. is perhaps the best known. Eight years ago W. H. C. Pillsbury purchased from C. B. Bushnell the store he now occupies. Some cigar business has been done at this site, but it was by no means a money maker. Mr. Pillsbury took hold in 1898, and by superior management worked the trade up to its present large volume. Arthur Hitchens has done much to further this end, and is entitled to mention in these columns as a capable manager.

Another store that should not be missed in writing up the trade in this city is the cigar department of Woodward's Drug Store, on the corner of Tremont and Bromfield streets. This department was opened by the present manager several years ago under the most discouraging prospects. He had to combat the prejudice of the public toward drug store stands, but by offering the best goods of the best factories he procured the class of trade that brainy work should always obtain. Every representative of prominence that calls on the trade in this market considers it necessary to make a call on the Woodward concern, which speaks well for the value of the trade that Mr. Henneault has built up.

Susmann Bros. is a firm that has long been identified with the tobacco trade of Boston. During the war they were located at 9 Union street, but moved to 105 State street in 1876. They then moved to 273 Washington street, and in 1888 the senior member of the firm died. This firm was organized in 1852 and were for a number of years the largest jobbers in the city. A. W. Susmann, son of the senior member, is now in business conducting a retail and jobbing establishment.

George S. Harris, of the firm of George S. Harris & Co., is one of the veterans in the cigar and tobacco business, though still a young man. He entered the cigar business with the old firm of Susmann Bros., and was with them for 17 years. He left them in 1881 and started in business with a Mr. Bulkeley on Central Wharf. They were in business four years and dissolved, and Mr. Harris, with E. S. Goulston, bought the store of Susmann Bros. at 273 Washington street. After being associated with Mr. Goulston for some years the partnership was dissolved and Mr. Harris moved to 42 School street, and in 1904 moved to Pemberton Square, where he is now located. Mr. Harris is the sole member of the firm, and is the largest jobber of pipes in New England.

T. Rosenbaum & Co. are jobbers and retailers who have entered the field in the last ten years. They have several branch stores which are successful, and have made big headway in the jobbing end of their business.

J. N. Finkelstein & Co. is a firm that has come rapidly to the front in the past seven years. Mr. Finkelstein is a practical cigar man, having served his time at manufacturing, which he left and went to work for J. Cohen on Hanover street. He left them seven years ago, and started a retail and jobbing establishment in the South End. He was successful from the start, and recently opened a retail store on Federal street, which proved a very profitable investment.

Ehrlich & Kopf purchased the business of F. Abraham & Co., a well known retailer and jobber, who made a specialty of the manufacture of pipes that have succeeded remarkably well. Mr. Kopf, before coming to Boston, was a well known retailer and jobber in the city of Washington. He sold out his business there and came here and entered in partnership with David Ehrlich, who had been for some years representative of the firm of F. Abraham & Co. on the road. They purchased the business of F. Abraham & Co., and have been particularly successful. They conduct a cigar factory, and the pipes they are turning out are sought after by the best concerns in the country.

Lewis & Co. will have to be figured in the trade of to-day. Their business in the past has been principally in popular brands at cut prices. They are now, through the efforts of the popular manager, P. H. Neeson, shifting their trade to private brands; also the brands that are made by the independent manufacturers of Key West.

The Adams House Drug Store is another whose trade is sought after by all the visiting salesmen, being located in the centre of the theatre district. The trade done here is of the best, and Thomas Mulvaney has placed in his stock all the popular brands of clear Havana cigars that his trade might call for.

I might go on for several columns and tell of the different concerns that are to be figured in the trade in this city. The café trade is a factor that is doing quite a little business and more attention is being paid to this department than was the case in the past. It is cutting into the regular stores, and so are barber shops and fruit stands, which are all getting a slice of the business. CHAS. T. ELLIS.

## TOBACCO IN THE PHILIPPINES

(*Continued from page* 42.)

China is the best market for Philippine tobacco, Sumatra, Borneo and Indian products having failed to displace Manila goods in the retail stores along the China coast. The same conditions prevail at Singapore, Penang, Colombo and other distributing centers of Southern Asia.

But the foreign market for Philippine tobacco is relatively small compared with the home market. While the average of tobacco exports equals 12.43 per cent. of the total exports of the islands, the manufacture of tobacco and native beverages is 38.5 per cent. of all insular products. Of cigarettes 8,000,000,000 are consumed each year in the islands, an amount equal to the entire consumption of cigarettes in the United States with a population ten times greater than that of the islands. The output of cigars is estimated at 170,000,000, the number given by the last government report. It is extremely doubtful if the statistics collected to show the consumption of tobacco in the archipelago are even approximately correct. The wild tribes of the mountains roll their own cigars and bind them with a thin fibre. Women in the villages only a few miles from Manila are constantly employed in making cigarettes for sale in the stalls of the markets, and the government officials who are at present engaged in collecting data find it impossible to secure an accurate estimate of the local Philippine tobacco trade.

The record of imports shows that the home market is practically cornered by local manufacturers. The imports from 1899 to 1904 were:

| | 1899. | 1900. | 1901. | 1902. | 1903. | 1904. |
|---|---|---|---|---|---|---|
| Unmanufactured— | | | | | | |
| Leaf ..... | $1,668 | $4,008 | $4,403 | $2,727 | $3,205 | $2,646 |
| All other ..... | ..... | ..... | 5,447 | 783 | 107 | 105 |
| Manufactures of— | | | | | | |
| Cigars ..... | ..... | 18,079 | 192 | 4,436 | 1,194 | 516 |
| Cigarettes .... | 27,200 | ..... | 23,347 | 20,814 | 5,430 | 5,066 |
| Plug (chewing) ..... | ..... | ..... | 840 | 141 | 39 | 34 |
| Powder and snuff ..... | ..... | ..... | 39 | 389 | 8 | 98 |
| In cakes ..... | ..... | ..... | 1,111 | 247 | ..... | ..... |
| All other .... | 24,745 | 3,542 | 22,917 | 12,211 | 1,583 | 4,260 |

A small quantity of Sumatra wrapper is brought to the islands each year, to be used in the manufacture of high grade cigars to supply the demand of Americans and other foreigners in the Philippines.

The importance of the home market is thoroughly appreciated by Manila manufacturers. When the Insular government proposed to levy an internal revenue tax on manufactured tobacco in the early part of 1904, it encountered bitter opposition from factory owners and employes. The law was passed, however, and since January, 1905, a tax of 50 cents per thousand has been collected on native cigarettes. Manufacturers claimed that they would be ruined by the new law. However, the report of the collector of internal revenue for the islands for the first five months after the law became active showed that the consumption of both cigars and cigarettes had not diminished, and that the fears of the tobacco workers were groundless. The old factories attempted to raise prices at the time the law was passed, but a number of new establishments took advantage of conditions to enter the trade and prices were brought down to the former level.

The reports of the Philippine government and the testimony of manufacturers in the islands all go to prove that any danger, if danger exists, which now threatens the tobacco industry arises from the failure of the native growers to practice what was taught them at the time of the old Spanish monopoly. It is the scarcity of good leaf that worries the manufacturer, not land, or labor, or markets for the finished product. Spanish planters have in the past demonstrated the fact that it is possible to secure a large quantity of leaf that meets with the approval of consumers in European countries, and it remains for the Filipino to take advantage of what he has learned and of the natural resources at his command if he wishes to strengthen the Philippine tobacco industry.

The Tobacco Workers' International Union has about 10,000 members. It is affiliated with the American Federation of Labor, and is one of the oldest labor organizations of the country. It was at one time attached to the Knights of Labor.

For those who know

OXFORD

CIGARET

10 for 15 cents.

THE KHEDIVIAL CO.
132 Reade St., New York

# Havana and the Island of Cuba

## CULTURE OF HAVANA TOBACCO

**Interesting Particulars as to Methods of Culture, Packing and Curing, Shipping and Selling.**

*(Written Especially for the Anniversary Number.)*

HAVANA, Cuba, May 2, 1906.—Leaving alone the discovery of tobacco by the Caucasian race, the history of which has been too often narrated not to be known by everybody, I will limit myself in this article to the world-renowned so-called "Havana tobacco," grown upon the island of Cuba, the secret of whose superiority it has been impossible for human ingenuity to discover or to transfer to any other soil or climate, notwithstanding prolonged researches and exhaustive trials by the Department of Agriculture in the United States.

People who are in any way acquainted with the Cuban leaf know that there is a great difference in the varieties grown, and that the whole island can not produce the same kind. Nor is it possible to grow tobacco in every kind of soil; in fact, while not over one-third of the island of Cuba is under cultivation, it is not possible to extend the production of tobacco any further in the western part, and only moderately in the eastern section of the island, even if all the available soil should be cultivated. The name Havana tobacco is in reality a misnomer, as the nicotine plant does not grow around the city of Havana, although it does to some extent in the province of this name.

The chief distinctions made are as follows, viz.:
(a) Vuelta Abajo.
(b) Semi Vuelta
(c) Partido.
(d) Remedios.
(e) Cuba.

And each of these five chief varieties has its special subdivisions.

(a) Vuelta Abajo is the finest class of tobacco grown upon the island of Cuba, westward from Consolacion del Sur toward Cape Antonio. It is cultivated as well upon the hills called "lomas" as in the valleys called "tierra Llana." The cream of the Vuelta Abajo crop is raised in the latter section, which comprises the townships of "San Luis," "San Juan y Martinez," Barbacoas, "Rio Seco," "Rio Feo," "Rio Hondo" (the lowland section), "Las Ovas," "Paso Viejo," Taironas and part of Pilotas.

The lomas comprise such names as "Sumidero," "El Mulo," "Pilotas," "Rio Hondo" (the hilly section), "Luis Lazo," "Punta la Sierra," "Portales de Guane," San Francisco, San Carlos and Granales.



BRINGING IN THE LEAF FROM THE COUNTRY.

The Remates tobacco is another variety of the Vuelta Abajo, and has some pecularities which distinguish it easily from the other kinds, as it is of a light, spongy nature and a free burner always.

The leaf grown near Mantua is favorably known under the name of "Montezuel," and being of a heavy aromatic nature is used with preference by some manufacturers in the United States.

North Coast tobacco is of the kind grown near Viñales, La Palma, Esperanza, Berracos, Rio Blanco, etc., which is of an inferior quality and is used mostly for mixing purposes in the United States.

(b) Semi Vuelta is comparatively a small district and comprises chiefly the following places, viz.: Paso Real, San Diego de los Baños, San Cristobal, Bermeja, Herradura, Los Palacios, Candelaria, and San Andres. This leaf is mostly of a heavy style, chiefly fillers, and is used for blending purposes in the United States, as well as in Germany, especially the lower grades.



SCENE ON LUIS MARTINEZ PLANTATION IN CUBA.

(c) Partido is grown in the province of Havana and a small part also in the Pinar del Rio province. The finest section is the so-called "Tumbadero" district, situated in a triangle, the most southern base being Güira de Melena, then running northerly to San Antonio de los Baños, and westerly to Alquizar. Another very good style is the leaf grown around Artemisa, which, in conjunction with Remates, is said to make an excellent blend, and is used largely by the clear Havana manufacturers of Tampa and Key West. Other places of the Partido region are Caimito, Punta Brava, Paletas, Las Piedras, La Salud, Gabriel, Güira de Meleña (the southern portion), Govea, Puerta la Güira, Bejucal, Las Canas, Ceiba del Agua and Guanajay. Owing to the usual dry season artificial irrigation is extensively used. Shade grown tobacco was tried in this section first of all and Don Luis Marx, the wealthy Alquizar planter, has been the pioneer in raising this class of tobacco. As the Vuelta Abajo does not produce sufficient light colored tobacco, the Partido leaf is in great demand for wrappers.

(d) The so-called Remedios tobacco is raised in the Santa Clara province and to a less extent in the Puerto Principe or Camagüey province. The finest is the Manicuragua leaf, raised in a valley framed by the Trinidad mountains, which is principally used by the Boston manufacturers. It comes nearest in aroma to the Vuelta Abajo leaf, and the principal farms or vegas are owned by American planters. The production, however, is limited, as it varies from 5,000

(*Continued on page* 56.)

*ESTABLISHED 1844*

# H. UPMANN & CO.

*BANKERS AND COMMISSION MERCHANTS*

## Shippers of Cigars and Leaf Tobacco

MANUFACTURERS OF THE
CELEBRATED CIGAR BRAND

H. UPMANN



*HAVANA CUBA*

Office, Armagura 3 Factory, Paseo de Tacon 159-163

## THE CULTURE OF HAVANA TOBACCO

(*Continued from page* 54.)

to 10,000 bales at the very outside, according to the season. The other localities in which the best Remedios is grown are the small places around the city of Santa Clara, such as Malezas, Ceibado, Baez and



AVENUE OF PALMS ON CUBAN TOBACCO PLANTATION.

the surrounding hills; and then come Camajuani, Las Vueltas, La Quinta, Vega Alta, Fomento, Encrucijada, Coronas, Barrabas, Placetas, the town of Remedios, etc. A good class of tobacco has also been raised at Santi Spiritus, while Cabaiguan, Guayos, Yaguajay; Zulueta, Santo Domingo (the so-called Colonial tobacco) and Moron are of an inferior grade. Remedios tobacco has both light and heavy kinds, the former going principally to Germany and Spain, while the latter are used almost exclusively for mixing purposes by the American and Canadian manufacturers.

(e) Cuba tobacco comprises the varieties called Yara, grown around Manzanillo, and formerly used in the United States, but of late its use has declined and it is now shipped almost entirely to Germany. Mayari, Sagua de Tanamo, Iiguani, Cauto and Gibara. Germany and Spain are the principal countries to which this leaf is shipped, although a small part is used for home consumption.

In normal years the production of the island of Cuba is estimated at 500,000 bales, which could be divided into, say, 225,000 bales of Vuelta Abajo, 25,000 of Semi Vuelta, 60,000 of Partido, 165,000 of Remedios, and 20,000 bales of Cuba tobacco.

HOW THE LEAF IS GROWN.

The growing of the leaf commences by clearing a tract of virgin forest about the second half of August, and then sowing the seed. Forty days are calculated until the young seedlings have obtained enough growth and strength to be transplanted. If everything goes well and no losses have occurred through excessive rain storms which have washed away the young plants (and which frequently does happen), the transplanting takes place from the end of September all through October and November. In the Vuelta Abajo and Partido sections the setting out of the seedlings is usually from one to two months earlier than in the Santa Clara province. September and October are considered as the rainy months, and if the showers are too prolonged and too heavy, often the seed beds have to be renewed two, three, or more times.



TOBACCO DRYING BARN IN CUBA.

The raising of seedlings is a business of its own, and as it does not require too much capital, quite a number of persons engage in it. Some lose the money invested, if the atmospheric conditions are unfavorable; others make a little money, and a few have been known to make quite a good deal, if they were lucky enough to have seedlings to sell at high figures. The prices range from 50 cents to $3 per thousand plants. The latter are mostly carefully taken from the ground at night time, and shipped per railroad to all farming centres. The hills in the Semi-Vuelta district near San Cristobal, Taco Taco and Herradura are furnishing the largest quantities, although a few farmers are also raising their own seedlings in specially prepared beds, which are not too exposed to the hot sun and have been carefully manured. It seems, however, that the transplanting from virgin soil to the tobacco fields has given the best results, and for this reason most of the planters prefer not to raise their own seedlings, but buy them as they may need them at the proper time.



SCENE ON A CUBAN TOBACCO PLANTATION.

The tobacco fields proper need careful preparation and a clearing of the ground from all weeds, loosening the soil, and manuring it more or less extensive-

(*Continued on page* 58.)


# Gran Fabrica de Tabacos de Vuelta Abajo

Independiente

LA FLOR DE A. FERNANDEZ GARCIA HABANA

## R. FERNANDEZ y CIA.

*Proprietors*

170-172 NEPTUNE ST. HABANA, CUBA

*Representative for the United States*

*U. E. CANTE*

*156 Water Street, New York*

*Annexed Brands;*

*GUARDIAN*
*LA GIACONDA*
*LA FLOR DE ESPAÑA*

# Independent Havana Brand of Worldwide Reputation

# LORD BEACONSFIELD



## FLOR EL TODO




Manufactured by

## SEGUNDO ALVAREZ & CO.

LEALTAD 110, HABANA

Sole Agents for the United States

## NATIONAL CUBA CO.

New York Office: 147 Water St.

Havana, Cuba, Office: 1 O'Reilly St.

# THE CULTURE OF HAVANA TOBACCO

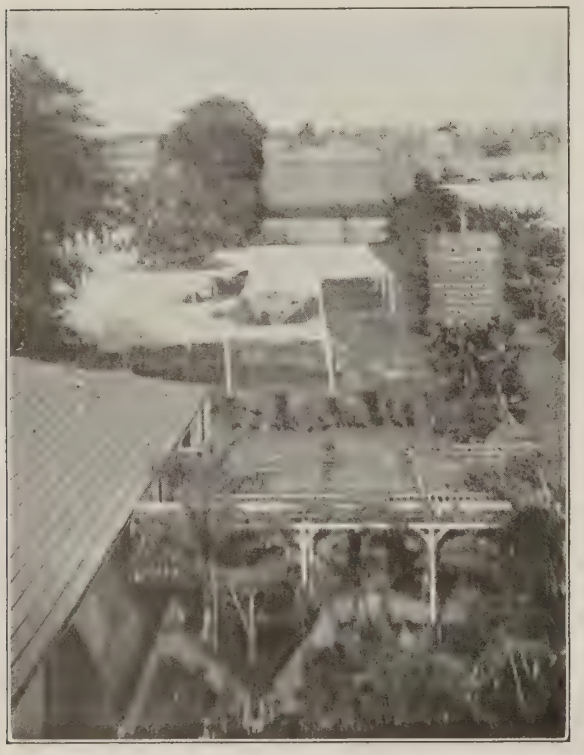
(*Continued from page* 56.)

ly. Only in the Santa Clara province are there still enough humus and fertility in the soil so that it does not require manure, while all the tobacco lands in the Vuelta Abajo and Partido regions have undergone such exhaustive production that manuring the soil is an absolute necessity. The young plants when set out need a little rain, or otherwise artificial irrigation, and then do not require more than one or two light showers during the next forty to sixty days, when the leaves of the plant are ripe for cutting.

After the lapse of three weeks from the time of transplanting, the tops of the plants and all suckers are broken off, so that the whole sap will nourish the remaining leaves, of which there are from 8 to 12 leaves per plant. Before harvesting begins the farmers have to be careful in picking off the worms, which is usually done in the night time, as carelessness in this respect may prove disastrous to the veguero. It is claimed that no worms are encountered under the tents of the shade grown tobacco, which of course is a great advantage. There are, however, some worms which attack the roots of the plants and work upwards into the stem, and the presence of this pest is not known until the plant begins to wilt and die.

### CUTTING AND DRYING.

The cutting season begins about the middle of December and lasts, as a rule, until the end of March. After the first cutting, the healthy plant begins to grow again, and when these leaves have reached their maturity the second cutting takes place in February, and the same process is repeated for the third time in March. In the Santa Clara province they expect to make this year perhaps four or five cuttings, although it has happened that there is not enough vitality in the original stem, and that only one cutting can be made, which of course is a great drawback and reduces the crop accordingly.



GROWING TOBACCO UNDER SHADE IN CUBA.

The old method of cutting was to cut from 4 to 6 sections of the stem, to each of which two leaves adhered, and these were hung up on poles and placed in the drying sheds. The new method is to cut off each leaf separately, and in this manner only the ripe leaves can be selected, while the immature ones remain on the plant until perfectly in condition. In order to get light colors some farmers are in the habit of cutting just before the leaves have reached their perfect state of maturity.

The tobacco remains in the drying sheds until the leaves become dry, change their color, and all moisture has evaporated. If rains set in during the process of drying, the farmers have to be exceedingly careful that the leaves do not hang too closely together, as otherwise they are liable to become "pole sweated" and rot in some cases. The drying process takes from 3 to 6 weeks, according to the new or old method. After all sap has disappeared the leaves become as brittle as can be and would break into small pieces if handled, but as soon as the rainy season begins and there is enough humidity in the air, the leaves turn pliable and are now bundled into matules of 210 double leaves and then thrown into piles. Now the first fermentation process begins, which formerly required 40 days, although of late the vegueros, when the matules consist of wrappers and are of a light nature, do not allow the tobacco to ferment such a long period as in years past.

of the different kinds of leaf has to be perfectly understood so it is neither sweating too much nor disturbed while in this condition, as the leaf is, so to say, in a fever and quite tender.

This process is called curing, and after it has emerged from this condition it is fit to be used by the manufacturers. There is no certain rule how long this period lasts, as the light, flimsy styles will require less time, while the heavy qualities need months and sometimes as long as a year, if the leaf is of a gummy, resinous nature.

(*Continued on page* 60.)



VIEWS SHOWING THE CULTIVATION OF SHADE-GROWN TOBACCO UPON AN EXTENSIVE SCALE. THE TENTS DEPICTED IN THESE VIEWS COVER AN EXPANSE OF MANY ACRES, PRODUCING A LARGE CROP OF LIGHT-COLORED LEAF, WHICH IS MORE OR LESS DEFICIENT IN AROMA AND BURNING QUALITIES.



### PACKING AND CURING.

The packing season of the tobacco varies, according to the state of the atmosphere, and may commence as early as the middle of April, or may be delayed until May, June or even July, the latter being the case for the Santa Clara province. The first operation is to remove the stalk and wet the tobacco, after which the assorting of the leaves begins into "fillers" and the different classes of "workers" and "wrappers." Then the "hands" are made, consisting of from 25 to 60 or more leaves, according to whether they are wrappers or fillers, although in the latter grades the leaves are seldom counted, and it is more the bulk that is taken into consideration. After the hands are made, four of them are shaped into round balls, called manojos, or carrots, and eighty of them are required to make a bale. Each carrot is wound with silk bast, called "ceibon" or "guana," while to fasten the hands one leaf is twisted at the end of the stems to hold them in shape. Palm bast from the royal palm is used for making the bales, which latter again are fastened by a fibre called "majagua." The bales are made in a simple kind of hand press,. although no great pressure is exercised, the object being principally to hold the bast and carrots in shape.

After the bales are ready the tobacco is undergoing another process of fermentation, and the treatment



SCENE OUTSIDE A CUBAN STEMMERY.

# "LA ESCEPCION"




## Gran Fabrica de Tabacos y Cigarrillos

ESTABLECIDA EN 1864

---

De la Propiedad de la

## Viuda de José Gener

Calzada del Monte No. 7

[do] Habana

---

Proveedora de la casa Real de España

Marcas anexas

"La Escepcion" "Hoyo de Monterrey"

"El Vinyet" "El Imperio Aleman"

(c)

Vegas propiedad de la Fabrica

---

Ordenes Rafael Alvarez, 11 Broadway

Monte 7 Habana New-York

## THE CULTURE OF HAVANA TOBACCO

(*Continued from page 58.*)

SHIPPING AND SELLING.

The fresh tobacco is usually shipped to Havana by railroads, steamers, sailing vessels, or carts from the nearby points in the Partido section, as it cures better in the close rooms of the stone buildings of the city quintal or 100 pounds. The prices vary considerably, according to the class of tobacco, where grown, its aroma, cleanliness in packing, and the supply and demand, so no rule can be laid down. Even the lowest price for tail ends used by cigarette manufacturers is subject to heavy variations, as they have sold from $10 to $30 per quintal, while wrappers of exceptional



SCENE IN A LEAF PACKING HOUSE IN HAVANA.

than in the wooden structures in the country. Vuelta Abajo and Partido is mostly sold per bale, if the vega contains wrappers, in which case each bale must contain 80 carrots. The fillers are, as a rule, sold per beauty, when scarce, have commanded as high as $1,200 per bale, the current figures, according to fineness of texture and colors, being from $100 to $500 per bale.

ROSAM.

## MARKET OF FINEST CIGAR LEAF

**In Havana Is Sold the Tobacco That Makes the Cigars That Are Famous All Over the World.**

(*Written Especially for the Anniversary Number.*)

HAVANA, Cuba, May 1, 1906.

The city of Havana has commanded the world's attention as being the market where the choicest leaf for the production of fine cigars can always be found at certain seasons of the year, and where buyers, dealers or manufacturers flock in order to purchase their supplies. Formerly, when yellow fever was still considered as an endemic disease, fewer people dared to come here in the Summer time, but of late years, with the disappearance of its endemic character, when only sporadic cases, as in 1905, were imported from places where the fever raged, the buyers are commencing to visit Havana just as soon as the new crop comes to market in sufficient quantities to offer a fair selection. The exact dates vary according to the season, but as a rule the month of July begins to offer the desired opportunity for the clear Havana cigar manufacturers to find some temprano vegas, or parts of escojidas, and from this month on the activity increases until the months of September and October, when generally the height of the season has been reached for this class of tobacco. The heavy qualities of Vuelta Abajo and Remedios are usually not traded in before October or November, and in some years the height is only reached in the month of January, and lasts until the month of March, by which time the bulk of the crop has all been marketed, and usually very little is left over.

Every five years, and sometimes the interval is even longer, an exceptionally fine crop of leaf is raised, while a total failure of the crop has never yet occurred, although in 1879 the whole crop of Vuelta Abajo would not burn, except the small part raised in the Remates section. From this year dates the fortune made by the late Julian Alvarez, owner of the Henry Clay factory, who used the Remates leaf, and his cigars were the only ones which found acceptance in the

(*Continued on page 62.*)

Gran Fabrica de Tabacos

DE VUELTA ABAJO

Rabell, Costa, Vales y Cia.
PROPRIETORS

Ramon Allones

GALIANO
No. 98
HABANA, CUBA

INDEPENDENT FACTORY

# BEHRENS & CO.

**Habana, Cuba**

## Leading Independent Factory




**Sole Representatives for the United States and Canada**

# NATIONAL CUBA CO.

147 Water Street, New York

## MARKET OF FINEST CIGAR LEAF

(*Continued from page 60.*)

United States and Europe. The other Havana manufacturers at that time were prejudiced and considered the Remates variety as not fine enough in aroma, and even up to this date some of the largest independent manufacturers will only use the very finest lowland vegas grown around San Luis and San Juan y Martinez chiefly, which they purchase direct from the farmers. The latter, who have gained a reputation for having the choicest vegas, and which they are packing scrupulously, have no trouble in disposing of them, and often the same factory for years buys the same vegas continuously.

Prices vary little, only in years of great abundance there may be some slight concession. Such vegas are usually sold by classes from 1a to 10a and Qdo 1a 2ac at 50 reales per carrot, and which are stipulated to contain about 30 leaves per hand, and each leaf must give two good sized cigars like Imperiales. The 11a to 13a Qdo 3a to 4a fetch from 30 to 35 reales, and must have up to 40 leaves each, the 14a and 15a, Qdo 5a being from 8 to 10 reales, 16a if clean fillers are paid from 5½ up to 7 reales, and 17a, which are the botes a $10 per bale. A real is 12½ cents, and as there are 80 carrots, 50 reales are equal to $500 per bale, while 30 reales mean $300, and 8 reales $80 per bale.

Of course there is some difference between the escojidas of the various vegueros, and there is no certain rule to go by, as sometimes the 16a will give wrappers, while in others the 15a are only clear fillers, and naturally prices differ accordingly. The very finest vegas as a rule are purchased by the local manufacturers, and it is but seldom that an American manufacturer has a chance to secure any of them. The Havana factories have their buyers constantly in the field, who are watching the farmers and their vegas from the time of planting, and being thus posted, and willing to pay the highest figures, it stands to reason that they have the pick of the crop. The Havana dealers are also alert.

They are also making escojidas in the Vuelta Abajo and Partido, as well as in the Santa Clara province, and the product of the latter begins coming to Havana as soon as a lot of from 20 to 100 bales has been packed in the country, as the bales have to be carefully treated. At first the bales have to stand on their heads for some days, then they are gradually piled up, first only two high, then three, later on four and finally five high. This treatment has to be thoroughly understood, as piling the fresh tobacco too high would either result in making the carrots too hard pressed and difficult to loosen for the manufacturer, or it might result in rotting the tobacco if the fermentation is too strong. The tobacco will become so hot during the sweat that eggs could be cooked in it.

The fine wrapper vegas of Vuelta Abajo and Partido are either sold by classes, or the seller will name a round price for the wrappers and fillers per bale. The last grade (or tail ends) of a vega, which only serve for cigarette purposes, are usually sold separately. The heavy fillers of Vuelta Abajo, Partido and Remedios are sold per 100 pounds (or quintal), and prices vary according to the supply and demand, ranging from $30 to $75 per quintal, according to growth, quality and cleanliness in the packing.

The prices are fixed by the dealers according to their own cost prices, which they paid in the country, although of course it is the buyer's privilege to concede them or to abstain from making any heavy purchases, waiting for the time when the sellers are anxious to realize. As the demand is usually lively enough to absorb all the tobacco that is grown in normal years, the latter practice can only occur if two large crops come in succession.

The Trust does not control prices at all, although in 1900 and 1901 it tried the experiment of buying heavily of the Remedios crop. As both crops were above the average, and later on it found that it could not consume all the tobacco bought, it was obliged to resell a large part of its supplies, and it is stated that this was a losing operation. Anyhow the Trust has not repeated the experiment, and is only buying now for its actual needs, partly in the country direct from the farmers, and partly from the local dealers and packers.



OFFICE OF ANTONIO J. RIVERO, IN POR LARRANAGA FACTORY.

## HISTORY OF HAVANA CIGAR FACTORIES

**How Their Business Began and How Their Fame Gradually Spread All Over the World.**

(*Written Especially for the Anniversary Number.*)

HAVANA, Cuba, May 1, 1906.

In trying to get information about the early history of the Havana cigar factories I have been greatly handicapped in finding enough facts and reliable data, therefore I beg the indulgence of the readers of this article if I cannot satisfy their curiosity or make this writing as interesting as I should have liked to do. There are no books which treat of this subject, and in order to gather details from hearsay, or from old manuscripts, much time would have to be spent, which, unfortunately, is not at my command.

While Columbus' discovery of the New World dates from 1492, the city of Havana was not founded until July 25, 1515, and its ancient name was "San Cristobal de la Habana," given to it by Adelantado D. Diego Velasquez, who, however, made his settlement south of the present site, near where the town of Güines is now located.

The first tobacco plantation under culture was started in 1580, while sugar raising was begun in 1595. In 1761 the first building was constructed by the government, which maintained a monopoly of the sale of domestic spirits and tobacco. It is not clear, however, whether the monopoly existed continually or was only temporarily exercised, for fiscal purposes, as some of my informants gave me to understand, but I saw an announcement that from the year 1817 onward the tobacco industry was declared free and open to everybody. As the Spanish word "tabaco" is liable to mean tobacco as well as cigars, it is hard to know whether the former or latter is referred to, although the expression for leaf tobacco is "Tabaco en rema," and for cigars "tabacos torcidos."

It has been said that the Spanish discoverers saw the Indians roll up the leaves and smoke them. Very likely the Spanish settlers followed the same custom, so that when "tabaco" is written it may have to be translated by the word "cigars." Previous to 1797 no mention is made of any cigar factories; still it is possible that so-called "chinchales," or buckeye shops, had existed previously, which did a business with captains of sailing vessels or their crews. In 1797, however, a certain Mr. Cabanas started a factory of which the first mention is made, and which continued upon a small scale until 1810, when with the assistance of Don




CENTRAL COURT IN POR LARRANAGA FACTORY.




# Independent Vuelta Abajo Cigar Factory

2 B Belascoain Str., Havana, Cuba

REPRESENTATIVES

United States: C. Barron Taylor, 93 Broad St., New York City.
England: Louis Avenel, 25 and 26 Lime St., London, E. C.
France: A. M. Antoniadi, 1 Boulevard Des Courcelles, Paris.
Spain: Manuel P. de Vera, 2, Francisco Rojas, Madrid.
Canada: Chas. Landau, P. O. Box 497, Montreal.
Argentine Republic: J. W. G. Juister, San Martin, 421, Buenos Ayres.
Peru: G. Welsch & Co., Lima.
Chile: Agullo Hnos & Co., P. O. Box 614, Valparaiso.
Costa Rica: J. R. Mata, San Jose

## HISTORY OF HAVANA CIGAR FACTORIES

(*Continued from page 62.*)

Manuel L. Carbajal (his son-in-law) the factory increased in dimensions until 1820, when the original founder, Mr. Cabanas, retired, and upon his death the firm changed to Hijas de Cabanas y Carbajal, which exists up to the present day. Another very old brand is "Cabargas," now controlled by the "Sol" factory. After these come "Por Larrañaga," established in 1834, "Sol," 1840; "H. Upmann," 1844; "Partagas," 1845; "Ramon Allones," 1848; "La Granadina," 1848 (now owned by "High Life"); "El Rey del Mundo," 1848; "Punch," 1848, while all the other factories are of a later creation.

During this period of the cigar industry I have learned that the cigarmakers consisted of half white and half colored people, the former being either Spaniards from the peninsula, as well as from the Canary Islands, while the colored cigarmakers were mostly slaves. When the exports of cigars commenced they were shipped in big cedar cases containing from 10,000 to 15,000 either loose or in bundles of fifty cigars each, and they were packed just as they came from the cigarmakers' tables without being assorted as to colors. Later on it was the custom to pack them in boxes of 500 or 250 each, and when it became the fashion to pack the cigars in boxes of 100, it was considered as an extravagance. At the beginning of the second half of the nineteenth century quite a number of sizes existed, the principal ones being "Regalia Imperiales," packed in 1-20 and in 1-10; "Regalias," "Media Regalia," "Cazadores," "Imperiales," "Caballeros Imperiales," "Caballeros," "Panetelas Imperiales," "Panetelas," "Canones," "Londres," "Trabucos," "Trompetas," "Piramidas," "Entreactos," "Damas" and "Comunes" or "Brevas." Another size called "Vegueros" was in good demand, and while originally made by the planters, soon the manufacturers took hold of this size, and produced it in quantities. Wages and leaf tobacco were low, and the current wages in the beginning of the second half of the last century ruled from $5 to $15 per thousand. Prices for the cigars ranged from $12 to $100 per thousand at this period. The assortment of cigars was already in 18 shades, as follows, viz.: Amarillo claro, or light yellow; Colorado maduro, ripe brown; Amarillo, yellow; Maduro claro, light dark; Amarillo oscuro, dark yellow; Maduro, ripe dark; Claro, light; Maduro oscuro, very dark; Colorado claro, light brown; Oscuro, exceedingly dark; Colorado, brown; Pajizo, strawy; Colorado oscuro, dark brown; Pajizo claro, light strawy; Pajizo oscuro, dark strawy; Fuerte, heavy; Entre fuerte, medium; Flojo, light.

The cigar manufacturers were almost exclusively Spaniards, excepting a very few Germans, and the former nation still controls the majority of the factories, although the American Trust at one time managed to purchase 22 of the best known factories, and came near to making a monopoly of this industry. If it had not been for the prompt action of a few public spirited German and Spanish manufacturers, who combined to form a league of the remaining independent manufacturers for mutual protection in 1903, the

(*Continued on page 66.*)



H. UPMANN FACTORY IN HAVANA.



# "MI CORAZON"




*Manufactured in Havana, Cuba*

¶ An Independent Brand with a distinctive character of its own and of excellent quality, offered in seventeen sizes and placed from Maine to California with all the best cigar handlers. Imported by

## THE NATIONAL CUBA CO.

147 Water Street, New York

Havana Office, 1 O'Reilly Street

# HISTORY OF HAVANA CIGAR FACTORIES

(*Continued from page 64.*)

scheme would have succeeded. The object of the league was to prevent the Trust from gobbling up all of them, and therefore they resolved not to sell their factories for five years to come, although they preserved competition among the different independent factories, each one of them devoting all its energies to producing the best possible cigars as regards quality, colors and workmanship.

While 70 years ago the demand may not have been as large as it is to-day (exact statistics I am unable to furnish), the Havana cigar industry was in fewer hands, and, although prices were lower, the cost of production was not so handicapped by high wages, the enhanced cost of the raw material and the luxurious way of fancy boxes and labels; so the final result for the manufacturers was more satisfactory than at present. Certain well-known brands could raise their prices as the owners saw fit, and the manufacturers of renown were very independent in executing orders, refusing to do so unless the assortment of the sizes was to their liking, and then assorted colors had to be taken from "claro" to "maduro" as the manufacturers saw fit to deliver to them.

Until the year 1890 the cigar industry was steadily increasing, having the incidental ups and downs through poor crops and good ones; but when the famous McKinley bill took effect it dealt a severe blow to all of the so-called Partido factories, as it virtually forced many of them to shut up shop or to work upon a greatly reduced scale for the English and German markets. The formation of the English syndicate in 1889 did not affect the Havana industry in any serious manner, as it was more of a regular business venture, without striving for supremacy in the shape of monopoly. The formation of the Havana Commercial Co. in 1898 looked a trifle more serious; still as the prices paid for the acquired property were out of proportion to the actual value of the factories no great harm was done to the outside manufacturers until the formation of the Havana Tobacco Company in 1902, which combined the English syndicate of the Henry Clay & Bock & Co., Ltd., with the Havana Commercial Co.

Thanks to the mistakes made by the Trust in not grasping the true situation, and owing to the push and energy displayed by the independent manufacturers, the latter, from making only 15 per cent. of the total exports in 1902, have risen to 52 per cent. in 1905, while vice versa the Trust from 85 per cent. fell to 48 per cent. in the same period, and this notwithstanding the immense power wielded by its enormous capital. The Havana cigar industry, as it exists at the present day, in order to continue to prosper, needs a number of independent manufacturers who understand not alone their business, but the tastes of their customers, and as the latter vary, there is room for all who put the stamp of individuality upon their products.



ROMEO Y JULIETA FACTORY IN HAVANA.

In the countries where the government has a monopoly, and nobody else is permitted to engage in the manufacture of cigars, it has been simply a question of finance, or how to squeeze the greatest possible amount of money from the smokers. Whether the latter like the vile productions that are sold under the name of "Regie" cigars is not a question that concerns the governments of France, Italy, Spain or Austria, and the few rich people who are dissatisfied have the option of buying imported Havana cigars, which are sold exclusively by the government at very high figures. Had the Havana Tobacco Co. been successful in establishing a monopoly and killing off all competition, then the superiority of the world-renowned imported Havana cigars would have gradually become extinct, as the Trust would have been bent only upon coining money for its own shareholders, and the public at large would have had no redress for complaints about a poorer quality which, through oppression of the farmers and negligence in the manufacture, would have been the inevitable consequence.



RECEIVING AND OPENING BALES OF TOBACCO IN CUBAN FACTORY.

Before 1890 the United States imported over 100 million Havana cigars per year, but the numbers fell off after the passage of the McKinley act to close to 25 millions, and only gradually have they increased again until in 1905 they amounted to 64½ millions. Great Britain is still at the head as the chief consuming country with 90½ millions, Germany is third with 26 millions, France with nearly 9½ millions, Canada over 8, Australia with nearly 5, Spain with not quite 4½, the Argentine Republic 3, Chile almost 3, and Austria with nearly 2½ millions. All other countries received less than one million cigars each, excepting Belgium, which imported 1½ millions. The total cigar exports from Havana in 1905 were a trifle over 227 millions, or an increase of 4½ per cent. as compared with 1904.

Although the reciprocity treaty has undoubtedly stimulated the imports of Havana cigars, to the unprecedented prosperity of the United States must be ascribed the biggest share, as it enables a greater number of people to indulge in the luxury of an imported cigar. The reduction in the duty being only 20 per cent. it lessens the wholesale cost of a cigar which sells at $50 in Havana from $120 to $105 per thousand in New York, and the domestic factories in the United States have still the enormous advantage of seeing the Havana cigars taxed with $3.60 per pound and 20 per cent. ad valorem.

The difference between the clear Havana cigars made in the United States and an imported one from Havana consists chiefly in the better class of tobacco

(*Continued on page 68.*)

# Gran Fabrica de Tabacos de Vuelta Abajo




## *RODRIGUEZ, ARGUELLES & CO.*

*Proprietors*

BELASCOAIN 2A, HAVANA, CUBA

---

This Factory Is Not Operated
By Any Syndicate

---

WM. T. TAYLOR, Sole Agent for United States

93 BROAD STREET, NEW YORK

## HISTORY OF HAVANA CIGAR FACTORIES

(*Continued from page 66.*)

purchased and worked by the manufacturers in Cuba, as the difference of the climate in Key West and Tampa at least, is not sufficient to play any role to the disadvantage of the two latter cities. As a proof I will cite that the so-called Partido factories can no longer compete with the manufacturers in the United States, and only the Vuelta Abajo factories are able to go ahead successfully owing to their using the cream of the lowland vegas from the Vuelta Abajo. The moment the American manufacturers are willing to pay the same prices and compete actively for the choicest vegas, they may be able to wrest the prestige from the Havana manufacturers to a certain extent, though some of the latter are land owners and naturally the products of such farms would not be for sale.

The prices for Vuelta Abajo cigars range in Havana for the American market from $35 to $200 per thousand, while cigars over $200 are seldom asked for and shipped, although there are at times some fancy orders in small quantities up to $1,500 per mille. Cigarmakers earn from $8 to $60 per mille, while on the fancy size of $1,500 the cigarmakers get $300 per mille.

The biggest output per day of a single independent factory is 80,000 cigars, and some are still increasing their product.

In closing this article I will give the names of the Independent factories and brands as well as the Trust ones:

Independent Factories and Brands.

"H. Upmann."
"Flor de Tabacos de Partagas y Cia."
"Romeo y Julieta."
"Por Larranaga."
"Ramon Allones and Cruz Roja."
"Sol" and "Luis Marx."
"La Escepcion" and "Hoyo de Monterey."
"Eden."
"La Diligencia."
"Flor el Todo" and "Lord Beaconsfield."
"El Rey del Mundo" and "Confederacion Suiza."
"Flor de A. Fernandez Garcia."
"Crepusculo" and "Nene."
"La Redencion."
"La Belinda."
"La Capitana."
"La Sirena" and "La Venus."
"El Nuevo Mundo."
"Figaro."
"Punch."
"Newton."
"C. G. & C."
"El Rio Sella."
"Flor de Bejar."
"Flor de Un Dia."
"Incognito."
"Washington."
"Perla Cubana."
"Angelica."
"La Eleccion."
"Flor de Maximo Alvarez."
"Benito Suarez."
"El Brillante."
"La Verdadera de Manuel Garcia."
"La Llave de Oro."




LA DILIGENCIA FACTORY OF PEDRO MOREDA IN HAVANA.



SECTION OF THE INTERIOR OF LA DILIGENCIA FACTORY IN HAVANA.

"High Life," "Flor de Joaquin Ortiz" and "La Granadina."
"Flor de Tomas Gutierrez" and "Flor de Juan Lopez."
"El Ecuador."
"La Miel."
"Antilla Cubana."
"Hija de Vuelta Abajo."
"Sultana."
"Flor del Puro Habana."
"Flor de Triana."
"Flor de Ibaseta."
"Pickwick Club."
"Flor de Estanillo" and "Flor de Fumar."

Trust factories installed in 7 buildings:

Factories.

1. In the Henry Clay building:
   "Henry Clay"
   "La Espanola"
   "La Estrella"
   "Don Quijote"
   "Flor de Naves"
   "Rosa de Santiago"
   "La Corona" — 7
2. In the Cabanas building:
   "Cabanas"
   "Villar y Villar"
   "Flor de Cuba"
   "Flor de Murias"
   "La Meridiana"
   "Flor de Inclan"
   "La Antiguidad" — 7
3. In the Carolina factory:
   "La Carolina"
   "La Comercial"
   "La Africana" — 3
4. "Aguila de Oro" — 1
5. "Flor de Suarez Murias" — 1
6. "La Intimidad" — 1
7. Village of Sanitago de la Vagas.
   "Manuel Garcia" — 1

Village of Bejucal:

"La Rosa Aromatica" — 1

Is made by small Partido manufacturers upon the tenement house system.

Total factories — 22
Total buildings, 7.

### HANDLE ONLY INDEPENDENT BRANDS.

The leading cigar importing houses of the United States, such as Park & Tilford, the Waldorf-Astoria Segar Co., and Geo. S. Nicholas, of New York, and the S. S. Pierce Co., of Boston, have for several years past made it a point to handle no cigars made in the trust factories.

# PEDRO MOREDA

## MANUFACTURER OF THE WORLD RENOWNED BRANDS OF CIGARS

**"Flor de Moreda"** **"Cornelia"**

This Factory is not Operated by any Syndicate

Gold Medals and Diplomas Obtained at Various Exhibitions






GOLD MEDAL ANTWERP 1894


GOLD MEDAL BRUSSELS 1897


GOLD MEDAL BRUSSELS 1885

**"Diligencia"**

**"Imparcial"**

LA DILIGENCIA DE M. Y. G. HABANA

FACTORY
San Miguel, No. 35

## HAVANA, CUBA

Cable "Bereda"

# SOME OF THE TRADE LEADERS

**Short Biographical Sketches of the Prominent Havana Manufacturers and Their Factories.**

H. UPMANN.

The factory founded in 1844 by Hermann Upmann was started upon a small scale, but rapidly forged to the front, and in 1855 was awarded a gold medal at the Paris Exposition; this was the first time, but it has been repeated at other world's fairs too numerous to mention. The founder died in 1893, and was succeeded by his nephew, Heinrich Upmann, who is still living at Hamburg, taking the liveliest interest in all that occurs, although he is no longer actively at the head, but still visiting Havana every few years. The factory is managed at present by Heinrich Runken, Theodore Garbade and Albert Upmann, a grand nephew of the founder, who have continued the conservative system originated, applying up-to-date methods in the sales department. The "H. Upmann" brand is so universally known all over the world that my pen cannot extol its fame any more; only I may mention that this factory uses the choicest vegas from the lowland section of the Vuelta Abajo, and that no price is too high if the quality is A1 in every respect.

The firm of H. Upmann & Co. is doing the largest banking business in Havana, and they are the largest exporters of cigars of independent manufacturers exclusively. If H. Upmann & Co. had not, in conjunction with three or four other high spirited independent manufacturers, conceived the idea of forming the league in 1903, the Trust by this time might have devoured most of the scattered lambs, excepting the H. Upmann factory and perhaps a few others. The addition to the factory at 159-161 Carlos III, makes now one solid square block of a stone and iron building, and is a typical Havana cigar factory of the highest type, as regards light, air and all sanitary conditions required by the board of health. The large cellar and other rooms have a storage capacity of 12,000 bales, and even that is not sufficient to hold the two years' supply of a choice crop of Vuelta Abajo like the 1905 growth. Including their factory at Calabazar, H. Upmann & Co. are now turning out 65,000 cigars per day, and still with this output they are running behind in the execution of their always plentiful orders. Another grand nephew of the founder, Hermann Upmann, holds the power of attorney but devotes his chief time to the banking branch.

"ROMEO Y JULIETA."

The founder of this factory was Don Inocencio Alvarez, in 1876, and while his cigars had always a good reputation, there was no pushing of its product. Later on it passed into the possession of Rabell, Costa & Co., who turned it over to Rodriguez, Argüelles & Co. on May 30, 1903. At that time the daily production was only from 3,000 to 4,000 cigars per day, or perhaps one million cigars per year. The head and soul of the firm is Don José Rodriguez, more widely known by the name of Don Pepin, and owing to his ability as a manager and merchant in the true sense of the word, assisted by strong capitalists and an excellent staff of workers in the different branches of the factory, from the buying of the finest leaf grown in the lowland districts of the Vuelta Abajo up to the blending and excellent workmanship of the finished product, he has managed to increase the daily average output to 55,000 or even over 60,000 cigars in less than three years time. Don Pepin is barely 40 years old, but he has been in business for over twenty years, principally with the old Cabañas factory, but leaving the latter, as he could not consent to be a mere puppet, as soon as the Trust had bought it and commenced its new methods. Don Pepin is one of the best known cigar manufacturers in the world, or at least in the United States and the United Kingdom. The old factory at 129 Virtudes street soon became too small, and even the present magnificent structure of three stories at Belascoain 2 A, is getting too small, so the firm has also established a branch factory at Santiago de las Vegas. Notwithstanding these two factories the orders are still greatly in excess of their capacity to execute them as fast as they come in, and most of them have to take their turn, or are shipped in proportionately smaller quantities at a time. Such marvelous success in so short a space of time is a phenomenon which has not happened before, and there must be well founded reasons why the public at large, particularly in the United States, should give the preference to the "Romeo y Julieta" brand. Can the reader guess at them?

"POR LARRANAGA."

This is one of the oldest factories, as it was founded as far back as 1834 by N. Larrañaga, who established a reputation for being one of the best manufacturers of high class cigars made of the incomparable leaf from the Vuelta Abajo. Later on, upon the death of the founder, the factory passed into the hands of Don Antonio Rivero, who preserved its fame, but at the same time enlarged its production enormously, as he had a daily output of 60,000 cigars all the year through, or sales of 18,000,000 cigars per year. Upon his death his widow, Don Antonia Lopez Cuervo, became the proprietor, and her father, Don Meliton Lopez, managed the factory for her, until in 1905 the two sons, Don Antonio J. Rivero and Don Ricardo Rivero, were installed in the factory, and the former became its acting manager. Both sons were educated in the United States and acquired American industry and push, so that now, under the able management of Don Antonio, the "Por Larrañaga" stands in the front rank of our large independent factories. While Europe, Africa, Asia and Australia, as well as South America, were large customers of this brand, when Don Antonio took hold of the factory sales had not been pushed in the United States and Canada, so this was rectified at once by making Barron Taylor of New York and Charles Landau of Montreal representatives for these countries, and now the fame of "Por Larrañaga" cigars in the United States has become second to none. The American tourists visit "Por Larrañaga" invariably when they come to Havana, and there they are always courteously and pleasantly shown over the factory and every detail is explained to them minutely. The office is large and luxurious, containing all the latest inventions of telephonic connections with all parts of the factory and city. Everything works like clockwork in the 2½-story stone building with a large patio in the center, and the store rooms are replete with the choicest vegas from the lowland section of the Vuelta Abajo, at Belascoain no 2 B.



RAMON CIFUENTES.



JOSE FERNANDEZ.

"SOL."

This is the name of one of the leading factories of Vuelta Abajo cigars. Its history had an interregnum, for although it was founded in 1840 by Don Avelino Borza, it ceased to exist at his death in 1860, and was only resurrected in 1890 by Behrens & Co. This firm was formed by Don Carlos Behrens and Don Enrique Faedo, both having gained their experience

(*Continued on page 72.*)

# PARTAGAS INDEPENDENT CIGAR FACTORY




**THE OLDEST BRAND**
**THE BEST CIGARS...**

## Cifuentes, Fernandez & Co.

PROPRIETORS

174 Industria Street HAVANA

## SOME OF THE TRADE LEADERS

(*Continued from page 70.*)

in the employ of Bock & Co. They at once started the new "Sol" and also simultaneously the "Luis Marx" brand upon a small scale, at 91 San Rafael, but soon found this location too small and moved to 144-146 Gervasio street, where they could turn out 15,000 cigars daily. After a few years of further hard work and success in extending their relations all over Europe, Africa and South America, they were compelled to make a third move to 91-93 Consulado street, their present headquarters, where they can make 35,000 cigars daily. In the meantime they have also entered the American and Canadian markets, where they intend to make an aggressive campaign through their appointed agents, the National Cuba Co., 147 Water street, New York, and Charles Landau of Montreal. They have lately added two new brands "Anti-Trust" and "Mercurio" to their "Sol" and "Luis Marx," and the former two, as well as the latter, have found a quick acceptance by the smokers of the United States. The factory always carries a large stock of choice Vuelta Abajo leaf, and the blending and workmanship is done conscientiously and is of the very best. Visitors to Havana, owing to the close proximity of the building to the leading hotels, never failed to visit the "Sol" factory. Royal heads, like the Emperors of Germany and Austria, as well as His Holiness, the Pope Pius X, are patrons of "Sol" cigars. Behrens & Co. likewise are inventors of the glass tube cigars which sell here at $1 a piece.

"LORD BEACONSFIELD."

This name was given to their factory by Segundo Alvarez & Co., who operate also the well-known brand, "Flor el Todo," which sells exclusively in Europe, South America, Australia and Africa. The latter was made as far back as 1855 by Menendez & Suarez, while the "Lord Beaconsfield" brand is of a later date, 1885, and was originated by Don Domingo Mendia. Segundo Alvarez & Co. only purchased the factory in 1902, and the firm started on a small scale at 128 San Nicolas street, until the present factory, 110 Lealtad street, was finished. The latter is a new building especially constructed for that purpose and has all the latest sanitary improvements. Don Segundo and Don Juan Alvarez, as well as D. J. Garcia, are the members of the firm. The two former are sons of the late Don Segundo Alvarez, at one time Mayor of Havana and one of the partners of the Corona factory before the Trust acquired it. At that time the Corona factory had a world-wide reputation of producing one of the most aromatic Havana cigars ever made, and the two sons learned all the secrets of making not alone a high quality cigar but also were instructed in all the details of managing a successful cigar factory. It is therefore no wonder that Segundo Alvarez & Co. have been quite successful in their undertaking, and through their connections with the National Cuba Co., as their agents, the "Lord Beaconsfield" cigar has quickly captured a large clientele in the United States, which is still increasing from day to day, so that at the present writing there are few places in the American Union which do not handle the "Lord Beaconsfield." Segundo Alvarez & Co. only buy the finest Vuelta Abajo leaf and hold a large stock of the 1905 growth.

LA FLOR DE TABACOS DE PARTAGAS Y CIA.

This factory and brand was started in 1854 by Don Jaime Partagás, whose son continued the business, and later on Don Juan A. Bances acquired the title, but while the brand in the beginning had an excellent reputation, owing to its fine quality, it ran down in its output, and was not restored to its present height and popularity until the firm of Cifuentes, Fernandez & Co. was formed, and began to exploit the factory upon up-to-date methods. The present partners are Don Ramon Cifuentes, Don José Fernandez and Don Francisco Pego, while Don Eustaquio Alonso, who has charge of the escojida, has also an interest in the firm. It is needless to recapitulate the merits of this combination, as the readers of TOBACCO know the history too well, only I may say that when the old firm of Cifuentes, Fernandez & Co. was dissolved by limitation, in which Don Juan A. Bances had been interested as a silent partner, Don Ramon Cifuentes took over the title to the ownership of the brand by paying the sum of $250,000 in hard cash. Upon the formation of the new firm, under the same style, for a period of ten years from January 1st, 1906, the title of the brand was transferred to the new members. "Partagás" cigars are known exceedingly well in the United States, Canada, Great Britain, her colonies; Germany, Spain, Australia, New Zealand, South America, and wherever Havana cigars are exported to. The finest vegas of the Vuelta Abajo only are employed, and the factory carries stock for a year's supply at least. Don Manuel Cifuentes, a nephew of Don Ramon, who is also receiving a share of the net profits, has been making trips around the world in the interest of the "Partagás" brand. Don José Fernandez, known best by the name of "Maquila," is the consul for Chile, and the whole supervision of the factory rests upon his shoulders, while Don Ramon Cifuentes and Don Francisco Pego look principally after the buying of the leaf. The factory has also a branch establishment at Santiago de las Vegas, and is now turning out from 60,000 to 65,000 cigars daily, of which fully 50,000 are made at 174 Industria street.

"RAMON ALLONES AND CRUZ ROJA."

Don Ramon Allones started his factory in 1848, and the cigars soon gained wide popularity, principally in Europe; but when the present owners, Sres Rabell, Costa, Vales & Co., purchased the factory and made the National Cuba Co. their agents for the United States, the cigars soon became popular all over the United States. While the capacity of the building does not allow the owners to turn out more than 25,000 cigars daily, the demand has increased so much that either a new building will have to be looked for

(*Continued on page 75.*)



CIGAR SORTING DEPARTMENT IN EDEN FACTORY OF CALIXTO LOPEZ & CO.



SCENE IN A FACTORY IN HAVANA.

# Eden

## FOR EXCELLENCE OF QUALITY

GOLD MEDAL AWARDED AT
Paris Exposition, 1900

GRAND PRIZE
ST. LOUIS, 1904

Always in Competition with all the Cigar Factories of Havana. The Tobacco used in our Factory is from our own Plantations in Vuelta Abajo. It is raised without any Peruvian Guanos or injurious fertilizers. . . . .

## CALIXTO LOPEZ & CO.

NEW YORK:
180 WATER STREET

HAVANA:
ZULUETA STREET

# WORKERS IN HAVANA CIGAR FACTORIES

**Something About the Different Classes of Cigarmakers in the Factories and the Wages That Are Paid Them.**

*(Written Especially for the Anniversary Number.)*

HAVANA, Cuba, May 1, 1906.

Besides the steady help of all cigar factories, who are paid monthly wages throughout the year, whether there is work to do or not, and who consist of the portero or doorkeeper, a number of apprentices and the cigar selectors as well as the wrapper selectors, the first we have to consider are the "strippers," who are women, young and old, white and colored. The number of them varies according to the size of the factory, ranging from a few hands up to a couple of hundred in the large factories.

The tobacco which is to be stripped is wetted the day before, and then divided the next morning among



GIRL STRIPPING TOBACCO IN POR LARRANAGA FACTORY.

the women, who usually arrive very early, right after sunrise, say 7 o'clock in Winter or 6 o'clock in Summer. The removing of the thick part of the stem is done rapidly and skillfully, and each leaf is flattened out and placed one above the other in small piles, which again are held in shape by two boards placed on top of a barrel and when filled up to its capacity the booked and stripped fillers are spread upon the drying racks by the male help.

The pay is about 10 cents Spanish silver per carrot, and it depends upon the class of tobacco how many carrots each girl or woman can strip during the day. One dollar a day is considered a fair day's work, although sometimes they may make more or less. As it depends upon the class of tobacco and the amount which the foreman has given out to be stripped, the work generally finishes early in the afternoon, say from 3 to 5 p. m.

The girls seem to be happy and contented, singing sometimes at their work or otherwise talking more or less continuously. The older women are more silent at their work. They bring their frugal breakfast or lunch along with them and make their own coffee, one of their number attending to this for many of them. Small children are often seen around when the mother is forced to bring them along, having nobody at home to take care of them. During work hours the strippers discard all superfluous clothing, and only when they go home they clean up a trifle. Formerly they used to work in cramped rooms, but of late the Board of Health has insisted upon their having more space and air. They are generally too tired from their continuous and fatiguing work to think of amusement, and excepting perhaps to take a walk in the early evening they retire early, as they have to rise again early the next morning. Their wages are barely sufficient to keep body and soul together, but still as long as they have work they appear to be happy and contented. White and colored women work together in the factories.

The cigarmakers begin to work at sunrise and work till sundown. Their pay is in Spanish gold per thousand cigars, and the extreme figures are from $8 to $60 per mille, leaving out the fancy sizes, which occasionally go as high as $300 per thousand. As a rule, each cigarmaker makes only one particular size, and in this he acquires great skill, so his handiwork is really a work of art. No machinery is used, although the Trust is making a sort of cheroot with the help of machinery. The average wages of the cigarmakers may be stated to be $15 per week, as according to their skill they earn from $10 to $30 each week and turn out from 70 to 200 cigars daily, according to sizes.

The cigarmakers, as regards nationalities, comprise Spaniards and Cubans, and whites as well as blacks. The former are the most saving ones, while the latter live from hand to mouth, spending their wages as fast as they earn them, and often enough asking small advances, although the custom is to pay them regularly twice a week, on Wednesday and Saturday evenings. The Board of Health has also looked after their comfort and provided special tables with sufficient room for each in the long galleries, where from 100 to 200 men can be seated.

A peculiar custom is the "reader" in each factory, who is paid by the cigarmakers themselves—each contributing from 10 to 20 cents to pay his salary—which averages perhaps $20 per week in the large factories for three or four hours reading each day. Newspapers and novels are the usual entertainment the cigarmakers are treated to, although of course the majority rules and determines what the reader shall select.

It is very interesting to see the men at work, and to note how with their deft fingers they manage to get just enough of the fillers in their left hand, as there are no bunch makers such as they employ in the United States or Europe, each leaf being laid one on top of the other, and then how they manage to roll the wrapper around the fancy shaped cigar.

The cigarmakers have a union of their own, and while strikes have occurred now and then, they are usually not of long duration. Fathers and sons are often working in the same factory, and while only the minority seem to be of a saving disposition, the majority spend their wages as fast as they earn them, and when Monday comes around most of them are broke. How they spend their money it is difficult to say, as it is not wasted upon drinks. Formerly when the lottery was allowed by the Spanish government, a good deal of money went that way. The married cigarmaker does not need to worry how to spend his money, as the rents and living expenses must be dearer than in the United States. The unmarried cigarmaker likes sports, and on Sundays he may be seen, dressed like a gentleman, at all of the outdoor amusements, and he is a liberal spender. Dancing is one of the chief pastimes in Cuba, and is carried on Winter and Summer. It never seems to be too hot for that purpose, although the dances are more of a slow order, where the couples do not move too rapidly around.

Besides the strippers and cigarmakers there are the "wrapper selectors," who usually get a fixed salary per month, from $75 to $120, and formerly they used to get their board at the factory.

Then come the "cigar selectors," who also receive a salary per month averaging perhaps $100, and whose work, as well as that of the wrapper selectors, requires a great deal of experience and skill. Besides, there are the men who paste the labels and trimmings on the cigar boxes, and who are called in Spanish "fileadores." They are also paid by the month, earning from $50 to $75, besides board at the factory. The girls who put the rings on the cigars are a later institution, as formerly this custom did not exist, while now it is almost universally introduced to protect the brand of the factory. They earn from 80 cents to $1.50 per day, according to their skill, as it is piece work per thousand. These girls are of a far superior class to the strippers, and as their work is of a refined nature, places are eagerly sought for, and I have only seen white girls of a pleasing appearance employed.

The foreman, or "Capataces," of the different branches in a cigar factory are the foremen of the strippers, wrapper selectors and of the cigarmakers, who earn from $100 to $125 per month. The foreman of the escojida occupies the most responsible position, as he attends to everything from the supervising and marking of the colors on the boxes to the receipt and execution of the orders. He receives as high as $175 per month, or in many cases, a small salary only and a percentage on the net profits.

In the good old times all the salaried people used to board and even some sleep at the factory, but of late, owing to abuses in inviting too many outsiders, this custom has been abolished. Formerly long tables could



BOY SHAKING WATER OUT OF WETTED TOBACCO.

be seen at the factory where from 25 to 100 people were breakfasting at 9 a. m. and dining at 4 p. m. The food was perhaps plain, but it was well cooked and substantial, the ordinary Spanish wines being freely dispensed. Often enough the bosses of the factory could be seen at the head of the table, not being too proud to share the same meal in the company of their men. At that time it used to be the custom to have many apprentices who came over from Spain as young boys of about 12 years of age. Quite a number were relatives, who worked their way up. If they showed capabilities and worked hard, they were sure of advancement, and some of them became successful cigar manufacturers in the course of time.

Anybody who is not conversant with the prevailing customs will be astonished to hear that the cigars which are smoked free in a large independent cigar factory by the cigarmakers, the help in general, and which are given away to people who visit the factory, have amounted to over $20,000 per year, as I was told by one prominent cigar manufacturer. This is a tremendous drawback, and still it seems there is no redress. The Trust has been trying to put a stop to this abuse, and at least it does not give away any cigars to the people who visit its factories, but it cannot prevent the cigarmakers from smoking, for otherwise they would find ways to steal. I don't know what the practice may be in the United States, but I am inclined to think that greater economy prevails in the American factories, and that not the same liberality or waste exists as here in Havana.

ROSAM.

## SOME OF THE TRADE LEADERS

(*Continued from page 72.*)

or the present cigarette establishment of "La Eminencia" will have to seek new quarters. Don Prudencio Rabell (El Marques), Don Gabriel Costa, and Don Jesus Vales are the active partners, although the greatest share of the work is done by Don Jesus Vales.

"LA EMINENCIA."

This cigarette factory is owned by Sres J. Vales & Co., and being in the same building, 96-98 Galiano street, has been termed a sister factory to the "Ramon Allones and Cruz Roja" cigar factory. Don Jesus Vales is the active head of the firm, and owing to his indomitable energy and talent as a business man in the highest sense of the word, "La Eminencia" is the leading cigarette, not alone all over the island of Cuba, but also where those tidbits are not excluded from entering a country through a prohibitive duty. The Havana cigarette is far superior to the Turkish or Egyptian cigarette, as all connoisseurs will admit, and owing to this the National Cuba Co. is selling quite a quantity yearly in the United States, although the Trust, through the exorbitant import duties of $3.60 per pound and 20 per cent. ad valorem, has an immense advantage. The "Eminencia" factory has five Baron cigarette machines, which produce from 20,000 to 21,000 cigarettes per hour, so this shows the immense output which is quickly consumed, as the owners never carry any surplus stock to speak of.

"LA DILIGENCIA."

This factory is of later creation, as Don Pedro Moreda was the founder of the same in 1880, but it has gained quite a reputation all over the world, as far east as Australia, while "La Diligencia" finds a ready market all over the United States, owing to its fine aroma. Don Bernardo Moreda is the chief moving spirit of the firm of Moreda & Co., as Don Pedro has virtually retired from active participation, although he was here this year for a short visit from his present home in Madrid, Spain. The factory is located at 85 San Miguel street, where the H. Upmann factory used to be years ago. Don Bernardo is an excellent judge of tobacco, and has personally supervised the making of escojidas in the Vuelta Abajo only a couple of years ago, being besides a thorough manufacturer. At the time when everybody claimed that the Vuelta Abajo crop was a total failure as to quantity, he declared that the damage done by the excessive rains was greatly exaggerated, and that there would be more of a crop than the majority claimed, and it is now universally admitted that his judgment was correct.

"LA FLOR DE P. A. ESTANILLO."

Don Pedro A. Estanillo established this factory in the year 1875, and soon gained quite a reputation, particularly on the brand "Flor del Fumar," which had a great sale about 30 years ago all over the United States, right after Don Pedro had launched this new brand upon the market. Another brand called "Elite," which was made of the finest tobacco grown in the Vuelta Abajo, and the lowest size of which could not be had for less than $100 per thousand, can still be found in all the principal clubs of New York, Washington, Boston, Philadelphia, Chicago, etc. On January 27, 1899, Don Pedro accepted an offer from the Cuban American Manufacturing Co., which, however, after seven years, turned the factory over to the new firm of F. Rodriguez & Co., this month. The new owners were chiefly tempted in acquiring this factory by the large and choice stock of old tobacco which the Cuban American Manufacturing Co. had secured previous to the disastrous rains in January. F. Rodriguez & Co. possess all the experience as well as sufficient capital to become very successful manufacturers, and will leave no stone unturned to gain new customers in the territory neglected by the former owners.

"LA ESCEPCION."

The late Don José Gener founded this factory in 1864 and soon gained a reputation for producing a very high class cigar. In 1876 "Hoyo de Monterey" was added as an annexed brand, and later "El Vinyet" and "Imperio Aleman." In 1881 the original building was destroyed by fire, but this calamity was soon overcome by the erection of the present splendid structure of 2½ stories at No. 7 Monte street, or Principe Alfonso, as this thoroughfare has been also named. Upon the death of Don José, the widow continued the business under the present style of Viuda de José Gener, and Don Rafael Alvarez is the general representative in New York and London. The late Don José Gener purchased the famous "Hoyo de Monterey" vegas of the Vuelta Abajo, which continue to give a very choice aromatic leaf year after year. The output of the factory is about 35,000 cigars daily, and the demand for them is so steady that there is scarcely any falling off even in the dull period of the year. This factory has also a very large cigarette factory, formerly combined but now separated, as both could not be operated successfully in the same building, so the cigarette branch has now a two-story building of its own. The cheapest size of the "Hoyo de Monterey" brand is $100 per thousand. ROSAM.

### HAVANA MANUFACTURERS AT THE EXPOSITION.

Many of the leading independent manufacturers of Havana are evincing a lively interest in the great Tobacco Exposition to be held at the world-famous Madison Square Garden in New York, next September, and promise to be most adequately represented. All indications now point to the fact that the Exposition will prove the greatest object lesson ever offered to the people of the United States, both dealers and consumers, in teaching them to discriminate between trust-made cigars and the vastly superior product of independent manufacturers.

The management of the Exposition has been successful in securing the active co-operation of the leading railroads, and now confidently estimate an attendance of fully half a million people, including thousands of leading jobbers, distributors and dealers from all sections of the United States.

One day during the Exposition is to be specially set apart and appropriately celebrated as "Havana Day."

"LA EMINENCIA"

REAL FABRICA
DE CIGARROS

DE

J. VALES & COMPANY

Galiano, 98, HABANA



Rafael G. Marques, President.



Jose C. Beltrons, Secretary.

PRINCIPAL OFFICERS OF LA UNION DE FABRICANTES DE TABACOS Y CIGARROS DE LA ISLA DE CUBA.

# EXPORT STAMP ISSUED BY CUBAN CIGAR MANUFACTURERS

## Authorized by the Government of the Republic of Cuba




Either the name of the Manufacturer or that of his Brand will appear printed in the blank space of this precinta or stamp.

## ...IMPORTANT NOTICE...

The preceding cut is a fac-simile, in its actual size, of the new PRECINTA or warranty stamp which, as authorized by the Government of the Republic of Cuba, is now used by the members of the Cigar and Cigarette Manufacturers' Union of the Island of Cuba as a guarantee that cigars, cigarettes and cut tobacco packages which bear these stamps were manufactured in Cuba.

The consumers of these goods, who wish to acquire the genuine article made in CUBA from pure CUBAN LEAF, should buy no other cigars, cigarettes, or cut leaf packages but those which have this PRECINTA or stamp of the Cigar and Cigarette Manufacturers' Union of the Island of Cuba, who, jointly with the Government of the Republic of Cuba, or separately, will prosecute before the courts, anyone who may attempt to counterfeit, imitate, or in any way render useless the guarantee covered by this stamp. Colors of the PRECINTA fac-simile: black with pale blue ground; fac-simile of the seal of the Presidency of the Republic: dark blue.

# PHILIP MORRIS & CO., Ltd.

By Special Appointment to his Majesty
King Edward VII.

## *FACTORIES:*

**LONDON, ENG.** **NEW YORK**
**CAIRO, EGYPT** **MONTREAL, CAN.**

MANUFACTURERS OF




HIGHEST GRADES

# Turkish Cigarettes

**Cambridge Cork Tip Cigarettes have been celebrated for over Fifty Years**

**NEW YORK OFFICE, 402 WEST BROADWAY**

# Tampa the Great Cigar City

## HOW THE CIGAR FACTORIES CAME TO TAMPA

**The Evolution of Tampa from a Small Orange-Growing Town to a Great Manufacturing City.**

*(Written Especially for the Anniversary Number.)*

In 1885 Tampa was a small village with few people, chiefly natives. The principal business was orange growing. But little thought was given to the cultivation of the soil for cereals or even vegetables, and life was primitive.

At this time V. Martinez Ybor & Co., consisting of the senior, now dead, and Edward his son, also dead, together with Edward Manrara, had a large cigar factory in Key West, and this house was among the first, if not the first, to manufacture clear Havana cigars with imported Spanish and Cuban labor. Mr. Manrara, of the firm, having a strong antipathy to the necessary sea voyage to and from New York, was anxious to secure a location on the main land. He made a trip to Tampa, and being favorably impressed, the firm bought thirty acres of ground on 7th avenue between 13th and 14th streets, upon which they put up a small frame cigar factory.

About this time Sanchez & Haya, of New York, started a factory here, which was located on the adjacent square. They at once began active operations and claimed to be the earliest by a few days in the actual manufacture of clear Havana cigars in Tampa.

March 31, 1886, the Ybor factory in Key West was destroyed by the great fire, and the firm decided to move their whole business to Tampa, in what is now known as Ybor City. Of course their plant had to be enlarged and they began the erection of the imposing brick building which is now known as the Ybor Branch of the Havana American Cigar Co. In 1891 Mr. Manrara's name was added to the firm, which then became Ybor, Manrara & Co. Following the death of V. Martinez Ybor, the senior, Mr. Manrara purchased the entire property and subsequently merged it into the Havana American Cigar Co., of which Mr. E. G. Hester is now the manager.

The present house of Y. Martinez Ybor's Sons & Co. is composed of S. V. Martinez Ybor, president; R. Martinez, vice-president, and A. Ramirez, general manager. The present foreman, Manuel Chanez, was with the original firm in Key West.

During this period from 1886 the Ybor City Land Improvement Co. made large purchases of land, and other manufacturers from time to time brought their business here and were encouraged to build or to occupy factories erected for them.

While the Key West fire was not the sole reason for these Tampa beginnings, it made it easier to get Cuban cigarmakers who were out of work in Key West.

The Seidenberg Co., of Key West, shortly decided to locate here, following the strike of the Cubans against the introduction of Spanish foremen, and were the third large concern in the upbuilding of Tampa.

About 1890 the first cigar factory in Fort Brooke, adjoining Ybor City, was erected for Emelio Pons, of the present firm of Morey & Pons, and is now occupied by the Theobald & Oppenheimer Co. The A. San Martin Co.'s factory was the next to follow and Salvador Rodriguez's Charles the Great cigar factory, the largest and most costly single factory in Tampa, was the third of the Fort Brooke plants. This township is bounded on the north by the Atlantic Coast Line R. R., east by Livingston and 22d streets, west and south by Tampa proper. Large tracts are owned by the Clarkson Bros., of the P. San Martin Co., who are offering sites and inducements to encourage more factories.

In 1886 the Macfarlane Land and Investment Co.





CIGAR ROLLERS AT WORK IN A TAMPA FACTORY.

bought a large tract of land now known as West Tampa. At that time there was no bridge over the river, but steps were at once taken to bridge the Hillsboro and make West Tampa accessible. This delayed the development of the new suburb until the spring of 1892, when the first cigar factory was built. It was occupied by Del Pino & Co., who moved up from Key West. This firm was not able to continue, and the O'Halloran took the building, continuing to occupy it until it was destroyed by fire in 1901. The O'Halloran name has appeared in conspicuous letters in West Tampa during all these varying fortunes of the suburb.

Up to 1895 four cigar firms had located in West Tampa and all seemed to prosper. When the Cuban War broke out, which cut off the free transportation of tobacco, the manufacture of clear Havana cigars declined. From the commencement of the Cuban War to the close of the Spanish-American War all the manufacturers in West Tampa except O'Halloran went out of business. This looked like the end of West Tampa, but through the efforts of the Macfarlane Land and Investment Co. public confidence was restored, and a procession of cigar manufacturers started on a march to West Tampa. Cuesta, Rey & Co. may be regarded as the leaders of the procession. They were the first to locate in a large, commodious brick building. A. Santaella & Co. moved down from Chicago and were the second in the line. To-day the suburb is a popular manufacturing center, into which the procession of manufacturers is still moving, the great modern cigar factories affording a striking picture of progress in Tampa's tobacco industry.

PALMETTO.

## HOW TOBACCO EXHAUSTS THE SOIL.

No crop exhausts the soil more or faster than tobacco. "Tobacco as a crop is deprecated by the better agriculturists in consequence of its exhausting character. In the early history of Virginia the light lands of the eastern counties were cultivated in tobacco, extensive shipments to England being made from towns on the Chesapeake, long since abandoned. Less than a century of tobacco-growing completely exhausted the coast counties, and left the towns, mansions and churches that once flourished there, buried in forests of new pine." To the same purport is the testimony of Gen. John H. Cooke, who says:

"Tobacco exhausts the land beyond all other crops. As proof of this, every homestead, from the Atlantic border to the head of tide water, is a mournful monument. It has been the besom of destruction which has swept over this once fertile region."

Of course in some sections the soil became exhausted before any intelligent study had been made as to fertilization.



# TAMPA'S WONDERFUL GROWTH

**Develops from a Village on the Sand Dunes to a Great Industrial Center in 20 Years.**

Twenty years ago Tampa was an insignificant village of much less than a thousand people, located at the head of navigation on Hillsborough Bay. It was then, however, active and full of business in proportion to its size. It was, as now, the metropolis of the sparsely settled country for a hundred miles in various directions; it was the port of a long stretch of Gulf coast, as it yet remains; it was located on the best point of the long shore of the most magnificent bay and harbor in all the Southern States. These fundamental facts seized the attention of the men who were developing the South by rail, and several roads had been for years trending in this direction. With their coming the village responded to the impetus and began a march toward cityhood which has never for a moment been seriously interrupted.

In 1886 began the location of factories for the manufacture of Havana cigars. The advantages found here were an irresistible attraction to the leading men engaged in the business, and they came by scores, bringing with them thousands of employes and their families. These in turn found a place of residence which large and important element of the population. It may suited them exactly, and now they constitute a very be remarked in passing that there is nowhere such an excellent and desirable laboring population in the world. Industrious, intelligent, law abiding, they earn excellent wages and spend them with liberality. In character, conduct, ambition, education, purpose, assimilation and all that goes to make a desirable addition to the people they have nowhere an equal. Separated to some extent by their language from the bulk of the people, they are rapidly becoming citizens in the full sense of the word, entering into all lines of business and mixing with the commercial and social features of the life of the city without friction or the least touch of mutual aversion.




THE FAMOUS FACTORY, NO. 1, OF SANCHEZ Y HAYA.

GROWTH IN POPULATION.

In 1885 the population of Tampa was estimated at be 5,532, with a few hundred additional people in the surrounding suburbs. In 1900 the census showed the inhabitants of the city proper to number 15,839, with 5,750 people in the adjacent suburbs—a total of 21,589 for the territory which to all practical purposes was the city. Since that last authentic numbering of the population there are reasons and facts which justify the belief that the number of people has almost or quite doubled. In the city proper there have been new residences built which will accommodate and now doubtless hold 12,000 people, while the suburbs have thickened and expanded to an extent which must necessarily embrace almost or quite as many. The territory included in the suburbs has more than doubled in area the entire space covered five years ago by both them and the city, and the most careful and conservative estimate makes the present population of Tampa 37,500.

(*Continued on page* 82.)

TAMPA-MADE CLEAR HAVANA CIGARS

THE GOODS THAT SATISFY SMOKERS AND PROMOTE BUSINESS

Our Output is Steadily Growing Greater




Give the Goods a Trial and Find Out Why

*QUALITY UNSURPASSED*
*SUPERIOR WORKMANSHIP*

TAMPA, FLA.

# FACTORY No. 1



IGNACIO HAYA.

# SANCHEZ & HAYA




## HAVANA CIGARS

## Tampa, Fla.

## TAMPA'S WONDERFUL GROWTH

(*Continued from page* 80.)

Tampa is about midway on the Gulf coast of the Peninsula of Florida. It is 1,264 miles from New York, 938 from Washington, 377 from Savannah, 239 from Jacksonville, 1,368 from Chicago, 1,085 from St. Louis, 1,009 from Cincinnati, 909 from Memphis, 763 from Nashville, and 861 miles from New Orleans.

CLIMATE AND HEALTHFULNESS.

The climate of Tampa indeed leaves but little to be desired. The equability of temperature and the freedom from excessive heat and cold shows the adaptability of the locality for the successful carrying on of all branches of industry. The winter is marked by abundant sunshine and warmth, the summer by rainfall and coolness. The average mean temperature for January, the coldest month of the year, is about 59 degrees. The warmest months, July and August, show an average temperature of 81 degrees. The highest temperature on record is 95 degrees and an average warm day in summer at noon would show a thermometer mark of about 85 to 88 degrees. The average rainfall during the past dozen years or so has been about 44 inches. More than three-quarters of this falls during the summer months which are generally designated as the rainy season. This city and locality are particularly free from tornadoes, blizzards, water spouts, earthquakes and other disasters which so often devastate other sections. Also in the hottest season of the year at eventide of each day, come land and Gulf breezes which induce sleep and invigorate humanity.



UNITED STATES GOVERNMENT BUILDING IN TAMPA.




CARLOAD SHIPMENT OF CIGARS FROM TAMPA TO ALASKA.

Tampa altogether is one of the healthiest and most delightful residential cities in the South. The sandy soil induces natural drainage and in addition the city authorities are improving the sanitary arrangements of the city as fast as possible. Another fact of no little value is that Tampa is supplied with an abundance of the purest water, far in excess of the needs of her present population.

PUBLIC WORKS.

Tampa has sixteen miles of paved streets and a general system of sewer mains, to which latter will be this year added a sufficient mileage of lateral sewers to complete the connection between all buildings and the main sewers. Eighteen miles of brick paving has been contracted for by the Board of Public Works, which has enough cash in the treasury to guarantee a round million dollars of expenditure in this direction. This will place the city strictly in the first class in respect to paved streets. The whole business portion and a large share of the residence sections will be completely and permanently paved, with all the advantages implied by this condition.

The money put into new buildings in 1905 amounted to over a million dollars. The bank deposits ran up to $4,517,896 for the year. The Street Railway Co. carried over 7,000,000 passengers—a creditable showing for a growth of twenty years.

THE CIGAR INDUSTRY.

It has not yet been twenty years since the first clear Havana cigar factory was located in Tampa. So admirably were the climate, location and surroundings adapted to the business that the growth of the interest has never been interrupted, but has continued with a steady acceleration. It is unnecessary to enter into details except such as will show the continuation and rapidity of the growth of the business. In 1897 the number of cigars made and sold was 90,408,000. In the calendar year of 1904 the number was 196,961,600—showing an advance of considerably more than 100 per cent. Shipments of cigars from the city for the first six months of 1905 were 104,450,000, as against 87,715,000 for the corresponding period of the year 1904—being a gain of 19 per cent. The total output for the year 1905 was 220,440,000, and the wages paid out more than $7,000,000. These wages were divided among slightly more than 10,000 earners, or nearly $700 per capita—a rate of earnings unknown to workmen anywhere else in the world. This estimate includes every branch, the cheapest as well as the highest. The cash receipts for the cigars exceeded $15,-

(*Continued on page* 84.)



LOOKING TOWARD TAMPA BAY FROM E. J. STACHELBERG'S VILLA ROSA.

# VAN DYCK




HAVANA Made at Tampa, Fla. CIGARS

# LA FAMA UNIVERSAL




M. STACHELBERG & CO. TAMPA, FLA.
New York Office: 126 5th Ave.

## TAMPA'S WONDERFUL GROWTH

(*Continued from page 82.*)

000,000. It will be noticed that almost one-half of this immense amount of money goes to the labor which produces the goods—another respect in which Tampa excels every other locality.

The result of these conditions is an activity in general business that is unparalleled in any city of like size and proportion. The amount of money that passes current from day to day is far beyond the usual in similar communities and forms a basis for successful business that is unequaled elsewhere.

There can be no question as to the advantages which Tampa offers for the successful carrying on of the cigar manufacturing industry. The climatic conditions are perfect, allowing the leaf to be worked to the best advantage. The proximity of the city to Havana insures a full supply of experienced workmen at all times, attracted hither by the somewhat higher wages which manufacturers are enabled to offer them. A large number of the leading houses in Tampa have their own warehouses in Havana where they store the leaf ready to be shipped here as required. It may be said of the Tampa manufacturers that they are as a whole men of the widest experience who have been bred up to the cigar industry, many of them from childhood. Most of them have had experience in Havana, New York and elsewhere before establishing themselves here. They are experts in the selection of the leaf and the blending of the different varieties to obtain the best results. To the care exercised in the above details, much of their success and reputation must be attributed.




THE SHAMROCK CIGAR FACTORY OF SANCHEZ Y HERMANOS.

Although, as above stated, the number of cigars made here during the past year was the largest in her history, Tampa claims less honor for quantity, than in the perfection of her clear Havana cigars which in every respect are fully the equal of the Havana made product, her goods being made from the same leaf, by the same class of workmen, and under climatic conditions at least equally favorable. There is no difference except in price; the Havana made cigars being higher in the United States because the duty is much greater on the manufactured goods than on the unmanufactured leaf. The taste of the American public, moreover, is changing and every year American made clear Havana goods are in larger demand than ever, and of all clear Havana goods Tampa makes the best. The manufacturers, who as a class are men of the highest integrity and standing, take pride in their cigars, and in the reputation of their brands, and they are ever on the watch to maintain their well known standard and uniformity. Tampa cigars are sold all over the country, and the name of Tampa is considered a synonym for all that is reliable, excellent and desirable.

DEEP WATER CHANNEL.

The great expansion of the commerce of the city, noted previously, has been conducted through a chan-

(*Continued on page 86.*)



# BERRIMAN BROTHERS




## JOSE VILA LA EVIDENCIA

**THE BEST HABANA CIGARS**




Winners of First Prize for Quality and Workmanship in the Tampa Exposition, 1904

## TAMPA, FLA.

## TAMPA'S WONDERFUL GROWTH

(*Continued from page* 84.)

nel having a depth of only 12 feet at mean low tide. An appropriation of $448,000 was made at the last session of congress for deepening this channel to 20 feet, and this important improvement will be speedily carried out. The full depth will be attained within a year or two, and a corresponding gain in the commerce and business of the city. Incidental to the completion of that channel the Seaboard Air Line system of railways has planned and will immediately construct terminal facilities at a cost of a quarter of a million dollars. The company has erected a passenger station at a cost of $35,000. This display of enterprise will be fully met by its rival the Atlantic Coast Line, though its plans have not been made public. Within two years Tampa will be fully equipped for the transfer from rail to water of all possible commerce and travel which may seek this line of travel between the United States and the countries south of us.

Consideration should be given to the fact that Tampa is the most southerly available port on the Florida coast, and will therefore be the gateway between this country and the Panama canal, the West Indies and the Central and South Americas. Tampa Bay is also the most southerly landlocked harbor of sufficient depth of water to accommodate the navies of the United States, and will inevitably become the base of supplies, the location of repair and construction yards and the general headquarters of naval activities in case of war with a foreign country. It need not be added that in such case this city would become the commissary station for an army operating to the southward, as it was during the Spanish-American hostilities.




TAMPA FACTORY OF JOSE COSIO & CO.

SPORT.

To those who seek recreation on land and water Hillsborough and adjacent counties, easily accessible from Tampa, offer unequalled attractions. Deer are to be found in the recesses of the cypress brakes, while turkeys are more numerous, every season yielding many fine specimens to the enterprising and lucky sportsman. The woods and fields swarm with quail, squirrels are plentiful, snipe freely visit the feeding grounds every winter, and all varieties of land, shore and water birds are abundant. The game laws are strictly enforced, and the open season always finds game in large quantity and easy of access.

The fishing afforded by the waters of this section is unequalled anywhere. The fresh streams and hundreds of beautiful lakes abound in black bass, bream and perch, and recorded catches are phenomenal. The salt waters teem with every variety of fish known to this latitude, so rich in sea life, with the addition

(*Continued on page* 90.)

LA SINCERIDAD
STANDARD HAVANA CIGARS

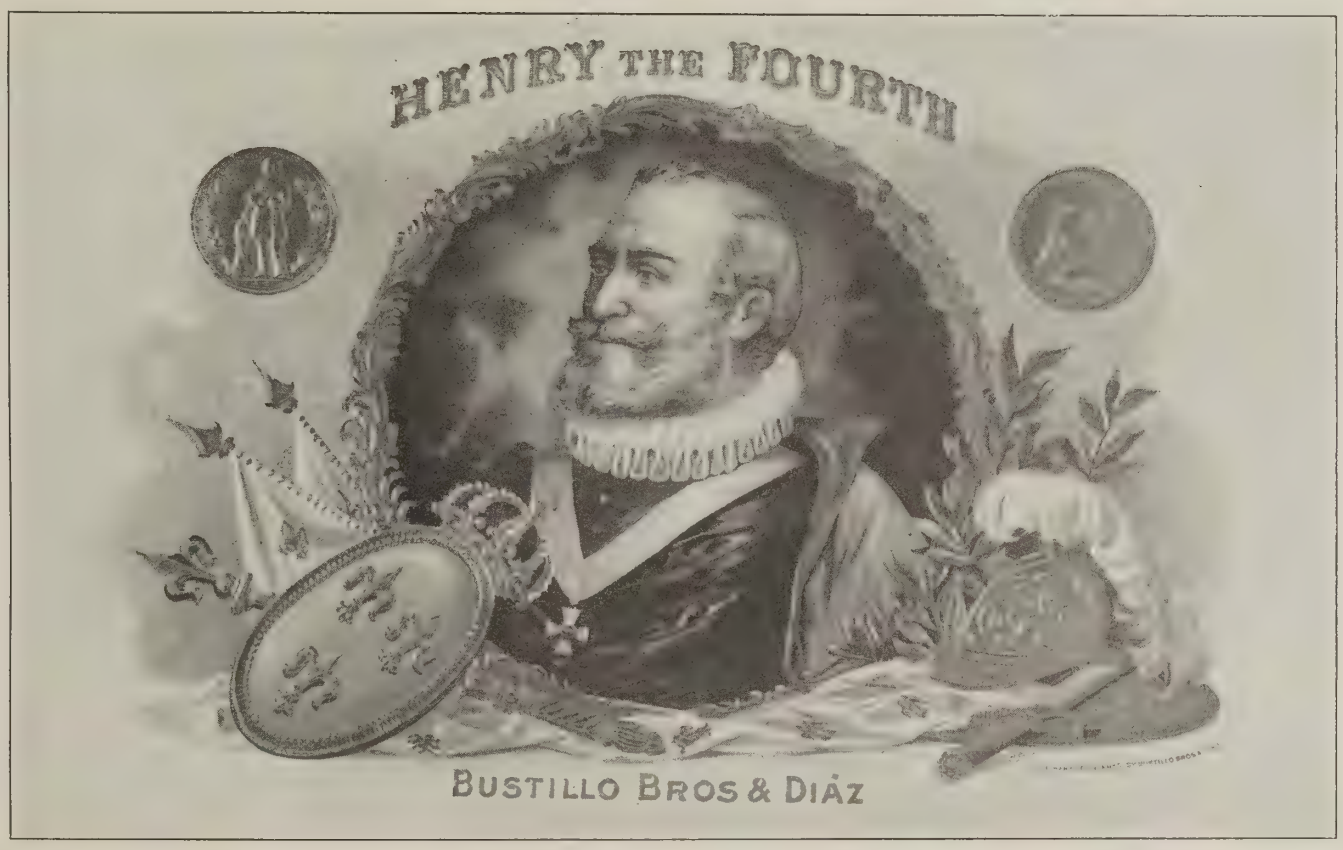
FACTORY
Tampa
Florida




WAREHOUSES
San Jose, 99
Havana

GONZALEZ, MORA & CO.
MAIN OFFICES: 147 FIFTH AVENUE, CHICAGO
NEW YORK HEADQUARTERS: 230 PEARL ST.

# HENRY The FOURTH




## BUSTILLO BROS. & DIAZ

FACTORY, TAMPA, FLORIDA

Office, 58 Warren Street, New York



VICENTE GUERRA.



FRANCISCO R. DIAZ.

Of the Tampa Firm of V. Guerra, Diaz y Ca.


# J. M. Martinez Co. Havana Cigars







Our Brands: Made in 42 Sizes

NORMA MARTINEZ GUARANTIZA, M. & W.

Factory No. 103 TAMPA, FLA.

VICENTE GUERRA F. R. DIAZ

# V. GUERRA, DIAZ & COMPANY

MANUFACTURERS OF

# CLEAR HAVANA CIGARS

## Tampa, Fla.

## TAMPA'S WONDERFUL GROWTH

(*Continued from page* 86.)

of oysters, crabs and clams. The character of the calm and peaceful sheets of inland waters, the frequent occurrence of shell banks, bars and channels give every facility for knowing where the finny denizens most frequently feed, and consequently the sport never fails to reward the seeker who pursues it.

Among the varieties may be mentioned the lordly tarpon, red and black grouper, Spanish mackerel, speckled trout, pompano, red and mangrove snappers, sheepshead, red bass, croakers, drum, and many others—all of which respond readily to the lures of the angler. The shores, islands and keys afford innumerable beautiful camping places to which sportsmen may resort. The weather permits these sports, on both land and water, to be pursued every day in the year, and thousands of people testify to the perfectly satisfying character of the enjoyment by field and flood.

PALMETTO.

## TAMPA'S FAMOUS SPANISH COLONY

**How the Myriad Workers in the Great Cigar Factories Live and Find Enjoyment.**

The most interesting feature of Tampa, aside from the cigar factories which give the city an individuality unlike any other city in the country, is the great Spanish Colony of cigar workers who have their focal point of interest in the noted Spanish Casino, which is their club, school, recreation room and theatre. This cigar colony constitutes fully one-third of the population of the city, and stamps Tampa as unique among the cities of the land.

New York has a Russian colony of strange people. Detroit has her Polaks. Montreal and New Orleans are each nearly half French. Chicago has numerous race representatives of the foreign born. In Mil-

(*Continued on page* 92.)



OSCAR REINACH.
President of Fernandez Hermanos y Ca.

GREESON & COMPANY'S

EMBOCADO Clear Havana Cigar




HAVANA WRAPPER

HAVANA FILLER

Greeson & Co.'s 5c. Havanas

TAMPA, FLA.

Let us quote you our prices on Cigars delivered in your city. We can save you from $2.00 to $5.00 per thousand




# Fernandez Hermanos y Ca.




## *Habana Cigars*

*TAMPA, FLA.*

## TAMPA'S FAMOUS SPANISH COLONY

(*Continued from page 90.*)

waukee the Germans hold the balance of power. In Michigan there are towns settled mostly by Hollanders, and Wisconsin and Minnesota have towns controlled by Norwegians and Swedes. It is doubtful if any of these foreign born give to their localities a more unique and striking coloring than these notable Spanish residents of Tampa who

Cut and twist tobacco leaves,
Can make cigars with greatest ease,
All clear Havana and sure to please.

A stroll through Ybor City and West Tampa, so largely occupied by the colony of cigar workers, is of unusual interest, affording glimpses of what seem like a foreign land. Stores, shops and cafes may be visited where positively no English is spoken by the older people. Here children may come to the rescue, or, in their absence, ludicrous pantomine makes the visit full of novelty. Their stores are well managed, their cafes well conducted as to cooking and service—in fact these Spanish cafes are the most notable restaurants in Florida. Their church service is in Spanish, and their schools are in Spanish. At their theatre Spanish plays are presented by home talent and are far more creditable than most of the professional shows on the road.

Living in the Spanish Colony is peculiar, turned upside down, so to speak, when looked at from our American point of view. Breakfast is not breakfast, dinner is at night, and there is no luncheon. Coffee only is taken in the early morning and all hands are in the factories at 6 o'clock, ready for work. From 9 to 11 o'clock all go out for breakfast, going home if near by, otherwise dropping into the convenient restaurants which are in close proximity to every cigar factory. No other meal is eaten till the work is over for the day, the evening dinner at 6 o'clock being the principal meal of the day. The restaurant cooks are all apparently well trained, the waiters are all white, and both food and service are a notable feature in the colony living. Our American eating houses might get many vaulable points from the Spanish cafes. Our baker's bread served in nearly all restaurants outside the large cities, is notoriously inferior; is spongy and tasteless and dries quickly.



THE SPANISH CASINO AND THEATRE IN TAMPA.

The Spanish Colony bakers make a loaf as long as one's arm and about the size around, moist and delicious, and served fresh to all the restaurants twice a day. Consequently their bread is always good and satisfactory.

Cigarmakers, as a rule, are not ambitious along pro-

(*Continued on page 94.*)


F. LOZANO, SON & CO.

CLEAR HAVANA CIGARS

F. LOZANO
WALLS COURT




NARVEZ
LESSERE

FACTORY NO. 91 TAMPA DIST. OF FLORIDA

ESTABLISHED 1884

# La Flor de Cuesta Rey .·. Ponce de Leon .·. Favorita de Tampa El Anglo .·. La Unico



# Cuesta, Rey & Co.

## Habana Cigars

TAMPA, FLA.

Havana: 168 Maloja St.

## TAMPA'S FAMOUS SPANISH COLONY

(*Continued from page 92.*)

gressive lines. The mechanical and monotonous occupation of sitting at a table, rolling the Cuban leaf into cigars, in an illy-ventilated room six days in the week and through years of time, does not cultivate the judgment, broaden the understanding, add to the intelligence, nor stimulate higher thought. The cigar workers are therefore entitled to lenient judgment. Their failings are in large measure excusable. After working hours their time and thought are given chiefly to amusement. They read very little, as they have their reading done for them by the public reader in the factory. This custom dates back to the early days of the cigar industry in Havana; has caused many a strike, and at times created other serious disturbances, owing to objectionable matter being read and the interjection of incendiary ideas. The public reader in the cigar factory seems to be a valuable accessory. The men work better and therefore accomplish more when they are entertained and all conversation is suppressed. Most of the cigar factories have their readers, who are paid by a weekly assessment of the working force. The factory employees are all paid Saturday afternoon. The reader holds his hat as the men leave the factory, thus receiving his remuneration.

The Spanish Colony constitutes an important factor in the life and development of Tampa. As already stated, it includes fully one-third of the population of the city. Many have identified themselves with the city's interests, live in elegant homes, have surrounded themselves with the comforts and luxuries of life, are people of broad, generous views, cultured and refined. It should be said of the Spanish Colony they are order-loving people, generous in impulse; have erected two magnificent hospitals to provide for their sick; manage their business so well that very few failures occur. There is probably no industry in the country that is managed with greater skill and tact than Tampa's Clear Havana Cigar industry, and it is doubtful if any industry has experienced a greater growth in the same period of existence. PALMETTO.

### TAMPA, FAIREST TAMPA.

Frank B. Williams, the local correspondent of the New York TOBACCO, is a versatile genius. For instance, he is now presenting to his friends a neat little leaflet containing the following poetic tribute to Tampa, written by himself:

Oh Tampa, fairest Tampa!
I bless the day I saw thee.
Thy sunny skies and balmy air,
Your birds and flowers and maidens fair,
Are beautiful beyond compare,
Oh Tampa, fairest Tampa!

In Tampa, fairest Tampa,
The Cubans do a turn, sir.
They cut and twist tobacco leaves,
They make cigars with greatest ease,
All clear Havana and sure to please,
In Tampa, fairest Tampa.

In Tampa, fairest Tampa,
The Italians make a show, sir.
They sella banana and cocoanutta,
Segar, and grapes, and apricotta,
Nutta, all kinds, and talking parrotta,
In Tampa, fairest Tampa.

In Tampa, fairest Tampa,
Is Coon Town, "Sho's yo' bawn, sah."
They sing, buck-dance, and cake-walk, too,
Fair Dinah, and Mandy, and Lovely Lou,
In red and yellow and pink and blue,
"Come along, you Coons, I'll dance wid yoh,"
In Tampa, fairest Tampa.

In Tampa, fairest Tampa,
The maidens have the say, sir.
The men can't call to flirt and court
Unless the lady sends report
That she has willing hand and heart,
In Tampa, fairest Tampa.

In Tampa, fairest Tampa,
The men are jolly good, sir.
They do the club, and dance and bowl,
They stay out nights till hours are small,
If wives object, well, that is all,
In Tampa, fairest Tampa.

In Tampa, fairest Tampa,
The south fair came and went, sir.
'Twas there he met his Julia Ann,
"Why can't we wed?" he said in fun,
"I'll be your hub"—they were made one
In Tampa, fairest Tampa.

In Tampa, fairest Tampa,
They do things up to date, sir.
The business blocks, the handsome homes,
Huge factories with Spanish names,
All go to show good taste and means
In Tampa, fairest Tampa.

In Tampa, fairest Tampa,
The churches do good work, sir.
Both old and young in sweet accord,
Attend to hear the living word,
With song and praise to Him adored.
In Tampa, fairest Tampa.

Oh Tampa, fairest Tampa!
My tongue and pen extol thee.
Your lovely bay, the orange trees,
Your charming homes, but more than these,
Your people who so strive to please,
Oh Tampa, fairest Tampa!

PALMETTO.

Joseph Murphy, British consul at Bordeaux, states that the supply of "French" briar root is practically exhausted. The product, which formerly came from the Department of the Landes and from near the frontier in the Pyrenees, is now obtained in Scotland exclusively. The pipes are manufactured at St. Claude.

SAFO! SAFO! SAFO!

The Cigar that Makes Money for the Jobber

Brings Trade to the Dealer




Gives Satisfaction to the Smoker

And Makes Trouble for the Competitor

SAFO CIGAR CO., Makers, TAMPA, FLA.

# CIGARS OF NATIONAL FAME

## *HAVANA CIGARS*







# El Nacional Cigar Company




*FACTORY NO. 5, TAMPA, FLA.*

## TAMPA CIGARS IN RHYME.

A. SANTAELLA & CO.

O, Optimo, my Optimo!
Such joyous smokes thou'st brought me!
Your stylish shape, the aroma, too,
Pure Cuban leaf I've found thee.
I've smoked cigars, some good, some bad;
Some made me sick, some made me sad;
An Optimo just makes me glad.
A. San-ta-el-la Optimo.

M. STACHELBERG & CO.

The clock in the factory tower
Tolled the hour of setting sun.
The factory hands had all gone out;
A big day's work was done.
Now, then, for all a jolly smoke!
A rich Van Dyke cigar.
'Twill bring us rest, and joy, and peace,
Release from every care.

BERRIMAN BROS.

A Berriman cigar
Is superior by far
To a pipe, cigarette or a seedling.
What a pleasure to smoke!
'Tis a fact and no joke,
There's a richness in wrapper and filling.
They may search for the pole,
Tour the earth, 'pon my soul,
I'd rather smoke this Jose Vila
In my easy armchair,
By the fire's bright glare,
Than be prince, or a king, or high liver.

GREESON & CO.

A jolly good smoke
For a fact, and no joke.
When at home, on the road, or at sea, oh!
If you wish a cigar,
That will perfume the air,
Smoke Greeson's high grade Embocado.

FERNANDEZ HERMANOS & CO.

West Tampa is a factory town.
My! how the factories loom!
They've handsome grounds with lovely lawns,
Cigars now have a boom.
These fine cigars are all the go,
Come on, we'll have a smoke.
Try Fernandez-Hermanos' Fastidio,
A treat, and that's no joke!

V. GUERRA, DIAZ & CO.

Where'er on earth I've chanced to roam
Away from friends and far from home,
My thoughts turned back with fond desire
To jolly good smokes of a Tampa cigar.
"La Flor Guerra-Diaz," my special delight,
We had them passed round on my wedding night.
Then all hands smoked till the air was blue,
Such cigars! Were the best I ever knew.

CUESTA, REY & CO.

When Robbie smoked his cigarette
It made him sick, you know.
His mamma would the doctor get,
But Robbie cried "No! No!

"I don't want nothin', mamma dear,
But to be let alone,
If ever I get up from here
I'm goin' to have some fun.

"I'll smoke Havana-Tampa clear
Cigars, the best that's made.
They're all the go; the boys round here
Smoke these and ain't afraid."

So Robbie tried a Cuesta-Rey.
The boys came flocking round.
"Gimme a puff, and me, and me."
The fine cigar went round.

Nor made them sick; they all hallooed,
Said Cuesta-Rey was "some."
They smoked and smoked, and all agreed
"Such smokes" were "bully fun."

## DIRECTORY OF TAMPA CIGAR FIRMS.

The Tampa cigar manufacturers have often been portrayed in procession, as they "fell in," one after the other, when the line had been started by the Ybor Manrara and Sanchez & Haya firms—truly a long line of notable cigar manufacturers now and one that attracts widespread attention, not limited by the boundaries of the continent. Here they are, arranged in alphabetical order:

A. Santaella & Co.
Amo, Ortiz & Co.
Arguelles, Lopez & Bro.
Berriman Bros.
Bustillo Bros. & Diaz.
Balbin Bros.
Ballard & Co.
Caro & Co.
Cuesta, Rey & Co.
Cuban-American Co.
El Nacional Cigar Co.
El Arte Cigar Co.
El Burello Cigar Co.
E. A. Kline & Co.
Erlich Mfg. Co.
Englehardt Cigar Co.
Fernandez Hermanos & Co.
F. Lozano & Co.
F. Garcia & Bros.
Fernandez, Wodiska y Corral.
Filogamo & Alvarez.
Fernandez, Reich & Brunner.
Gonzalez, Mora & Co.
Greeson & Co.
Gustoso Cigar Co.
Havana-American Co.
Havana-Claro Cigar Co.
Havana Cigar Co.
Jose Lovera Co.
Jose Cosio & Co.
J. M. Martinez Co.
Jose Silva & Co.
L. Sanchez & Co.
Leopold Powell & Co.
La Reina Cigar Co.
M. Stachelberg & Co.
M. Fernandez & Co.
Montevierno & Co.
Menendez Bros. & Verplanck.
M. Perez Co.
Manrara Bros. Co.
Manuel Casan.
Morey Cigar Co.
O'Halloran Cigar Co.
P. San Martin & Co.
P. Garcia & Bros.
R. M. Ybor & Co.
Sanchez & Haya.
Sanchez y Hermanos.
Salvador Rodriguez.
Safo Cigar Co.
S. I. Davis & Co.
Salvador Alvarez.
Theobald & Oppenheimer.
Tierra del Lago Cigar Co.
V. Guerra Diaz & Co.
Val Antuono.
Y. Pendas & Alvarez.

New firms are constantly being established in Tampa, and the list is steadily growing.

Jose Silva W. J. Fitzpatrick Whitney Gurry

JOSE SILVA COMPANY, Inc.

Finest Vuelta Abajo Tobacco




The Cigar That Wins Friends

Clear Havana Cigars

Tampa, Fla.

R. M. YBOR R. REYES

# R. M. YBOR & CO.

## TAMPA, FLORIDA




MANUFACTURERS

# High Grade Clear Havana Cigars

Quality Unsurpassed Superior Workmanship

# Something About "Tobacco" and Its Founder, the Late T. H. Delano

By C. FRED: CROSBY

The first issue of Tobacco appeared Friday, May 14, 1886, and that date marks the beginning of a new era in tobacco trade journalism. Tobacco has, from that day to this, been recognized as a positive force for good in the trade, and it was able almost at the outset to revolutionize the attitude of the trade toward trade papers.

It is, indeed, difficult for the present generation in the trade—the men who have come upon the stage of action since Tobacco came into being—to appreciate the old conditions. In the days before Tobacco appeared to blaze the path and demonstrate the possibilities that its founder had so clearly perceived, the existing tobacco trade journals were anything but a credit to the trade. They were but meagerly supported, and as a consequence were badly edited and poorly printed, contained no illustrations, no special features, and in a word nothing that was likely to win for them either the regard or the esteem of any considerable number of readers.

HOW THE TRADE PRESS WAS FORMERLY REGARDED.

Before Tobacco had demonstrated the possibilities of advertising in a first-class tobacco trade paper, no one in the cigar and tobacco industry had ever looked upon such advertising seriously as a strictly business proposition. Instead of looking upon the money that was spent for space in a trade paper as an investment, which, judiciously and properly expended, was certain to return a handsome profit to the advertiser, they were prone to regard the expenditure from one of two standpoints—as fire insurance or as charity.

In other words, the money was paid for space in trade papers either to purchase immunity from editorial slings and arrows of a personal character which might be, and too often were, directed against the members of the trade who refrained from buying space; or else it was handed over, more or less grudgingly, because the trade papers were looked upon as a sort of poor relation of the trade that must be supported in some way while they lived, although the great majority of manufacturers seemed to feel that it might be regarded as a wise dispensation of Providence if the trade papers would succumb to insufficient sustenance and pass out of existence.

And, in truth, the manufacturers were not wholly to be blamed for this attitude. The tobacco trade papers of the time anterior to the appearance of Tobacco had little circulation and less influence. They were big blanket sheets, each page considerably larger than that of the average daily newspaper of the present time; they were crudely printed on the flimsiest quality of paper; and there was practically no attempt at illustration, either in the news or advertising pages.

Furthermore, not the slightest attempt was made to cover the news of the trade in a thorough and systematic manner. The editors of the tobacco trade publications of that time were not themselves trained newspaper men, and the incomes from the papers would not admit of regular correspondents being maintained at important centers, or of special reporters with an expert knowledge of the various branches of the trade being employed to cover the local field.

But, after all, the inherent weakness of the tobacco trade papers of those days lay in the fact that they never made the slightest effort or attempt to interest the jobbers and dealers. As a matter of fact, the great mass of dealers scarcely knew of their existence, and hardly one in five thousand of the retail members of the trade had ever seen a copy of a tobacco trade paper.

The publishers regarded it as useless to attempt to reach the retail dealers, and such meagre circulation as they had was confined to leaf dealers and manufacturers. Of course, the manufacturers could not expect to sell their product to each other, and under the circumstances it is scarcely to be wondered at that the possibilities of advertising in the existing trade papers did not appeal to them.

It was at this juncture that the first issue of Tobacco made its appearance, with the long familiar heading, which is here reproduced.




Thomas H. Delano, the founder of Tobacco, had given the matter much deliberation and serious thought before deciding to embark in the publication of a tobacco trade paper. He recognized that a radical departure from existing methods was imperative if the publication was to succeed. He realized that there was only one way in which the advertising pages could be made valuable to the manufacturers—and that was by securing a large number of subscribers among the distributors and dealers who handled cigars and tobacco.

As he formulated his plans he foresaw that he must make a paper that would be of interest and value to these people, not only a paper which they might be induced to subscribe for, but a paper which they would actually read with interest and profit.

THE PATHFINDER OF TOBACCO TRADE JOURNALISM.

It is well to remember, however, that Mr. Delano was practically without chart or compass to steer by. Things that are to-day considered the common property of all tobacco trade papers had to be invented and devised by him. He made Tobacco the Pathfinder of Tobacco Trade Journalism, and it has been persistently imitated and followed by its would-be contemporaries from that time to this.

Tobacco at the outset discarded the old, cumbersome blanket page form; it was printed upon a good quality of paper; it introduced illustrations; it employed trained news-gatherers; it engaged regular salaried correspondents; it originated and developed the system of publishing valuable trade statistics; and it secured and printed special articles prepared by expert authorities upon store equipment and window display; and in each and all of these things it has been imitated by would-be contemporaries who lacked both the ambition and the ability to devise ideas of their own for their improvement.

In the first issue of Tobacco, 20 years ago, its principles and purposes were outlined, under the modest caption, "About Ourselves." The platform then laid down, was as follows:

THE PLATFORM LAID DOWN 20 YEARS AGO.

"This is the initial number of Tobacco—a journal devoted to the interests of wholesale and retail dealers in every form of manufactured tobacco. The general tobacco industry of this country is so vast it is hardly possible for one journal to cover the whole field. There are now able journals looking after the interests of the planter and the manufacturer. Without slighting those interests, it is the purpose of this journal to look particularly after the special interests of wholesale and retail dealers.

"Once a week Tobacco will make its appearance, bright, crisp and genial—welcome visitor, with all the latest and freshest news from over the seas, across the continent, and about your next door neighbor—gossipy, but by no means vulgar, learned, perhaps, but by no means pedantic. The opinions expressed will be those of this journal, as profound as the subject will bear and conscientious study will afford, but always honest, open, and to the point.

"Tobacco starts in life with no 'entangling relations,' is therefore free; and can afford to be honest and truly independent. There is nobody 'behind it,' so the reader can trust it, and if an honest and faithful endeavor can merit that trust, you shall have it.

"Although Tobacco is abundantly supplied with the goods of this world to stand a long and vigorous siege, yet the immutable laws of nature are that, without support ye shall surely fail. Accepting the situation, the purpose of this journal is to merit success and have no fear for the result at the hands of a trade that has always been more than generous to all those who have deserved its confidence.

"Our city contemporaries will recognize the fact that we are at the other end of the trade from the one occupied by them; that there is room enough for all; and we ask at their hands what they will certainly receive at ours, courteous and considerate treatment at all times.

"Without protesting too much, Tobacco hopes to grow in years, wax in strength, become more intelligent and useful day by day, and by the ever-widening circle of its acquaintance spread the light of progressive thought, becoming a useful and entertaining companion to each one of the wholesale and retail dealers in manufactured tobacco throughout the length and breadth of the land."

FURTHER PLANS THAT WERE EARLY OUTLINED.

Elsewhere in the paper appeared the following announcement: "This paper is of value and interest to observing men in the tobacco business and other kindred branches. It reports, reviews and discusses all matters, domestic and foreign, that have any bearing on the business in this country. Its praise will be given sparingly, and only when deserved, and its criticism will be open and honest.

"No individuals, firms or corporations, engaged in the tobacco industry in any manner, are directly or indirectly interested in the paper financially or otherwise. Tobacco will be published solely in the interests of the dealer in manufactured tobacco and smokers' articles, and no money or labor will be spared to make it a first-class trade paper in every respect, and an authority on every branch of the business. In it will be found each week all the latest and most reliable information obtained by our own reporters and correspondents in all parts of the country."

The platform announced by Tobacco at the outset was the result of such careful thought, and the policy had been so clearly mapped out, that it has been steadfastly maintained to this day, with only such minor changes as have resulted from time to time through changing conditions in the trade.

ALWAYS RECOGNIZED AS THE DEALERS' PAPER.

Tobacco has always been recognized as pre-eminently the paper for the dealer and distributor, both at retail and in a jobbing way, and it has always enjoyed the proud distinction of being the trade newspaper—the paper that covered the trade field thoroughly and comprehensively, printing the news, printing it promptly, and giving all the essential facts in crisp, succinct form without any undue padding.

Editorially, Tobacco has always been absolutely fearless and independent. It has never hesitated to advocate movements and measures which it believed would be for the advancement of the trade and it has never faltered when there were abuses to be exposed.

A shining example of the fearlessness and independence of Tobacco was furnished in its early days, which did more to raise the standard of the cigar industry and place it on a more elevated plane, than any one thing that has ever been accomplished by a trade paper in any line of commerce and industry.

Only the older members of the trade who can personally recall the old conditions can fully appreciate the splendid work which Tobacco was able to accomplish for the trade in bringing about a proper regard for property rights in labels.

(*Continued on page* 100.)

C.P.F.

ESTABLISHED 1851

C.P.F.

TRADE C.P.F. MARK




# KAUFMANN BROS. & BONDY

MANUFACTURERS OF

## Briar and Meerschaum Pipes

129 and 131 Grand Street, New York

C.P.F.

C.P.F.

## "TOBACCO" AND ITS FOUNDER

(*Continued from page* 98.)

It is difficult to conceive to-day the lax ideas that universally prevailed throughout the trade in the United States 20 years ago regarding the integrity of cigar labels. Practically every prominent label of the leading factories in Havana was openly appropriated and imitated by manufacturers in the United States. Manufacturers who were scrupulously honest and upright in every other respect seemed to regard it as quite the proper thing to use counterfeit labels, and American lithographers, who would no more engage in such practices at the present time than they would print bogus stocks and bonds, openly announced that they were ready to duplicate the labels of manufacturers in Havana.

Indeed, the practice of appropriating these labels was at that time so common that there were many prominent houses among the earlier manufacturers of clear Havana cigars in the United States that did not possess a distinctive label of their own, but put out their goods under different labels which had been originated by the manufacturers in Havana.

These, it should be thoroughly understood, were not American manufacturers who were lacking in a general way in character and integrity, but in this one particular they seemed to assume that the manufacturers in Havana had no rights which they were bound to respect. Indeed, matters were at such a pass that a cigar dealer who had built up a trade in imported cigars could, and in more than one instance did, go to an American manufacturer of clear Havana goods, and arrange for a supply of cigars of practically identical shapes and sizes of those which he had been buying in Cuba, packed under a label which could hardly be distinguished from that on the boxes which came from Havana.

ONE OF "TOBACCO'S" EARLIEST VICTORIES.

This was the general state of affairs when TOBACCO began a campaign of education against such practices. This action was strenuously and in some cases bitterly resented. TOBACCO was not only harshly criticized in many quarters, but it was threatened with the loss of subscriptions and advertising patronage, and in some cases these threats were carried out. But knowing that it was fighting for the right, and for a principle which must eventually be recognized, it persevered, single handed and alone, some of its would-be contemporaries going so far as to openly attempt to defend the use of the counterfeit labels.

TOBACCO continued to hew to the line, letting the chips fall where they might, and in time it aroused a sentiment throughout the entire trade which eventually led to a discontinuance of the old practice by all reputable manufacturers and resulted in raising the trade to a higher plane than it had ever occupied before. Of course, this was not accomplished in a week or a month, but it was accomplished, and practically because of the continued and consistent work performed by TOBACCO.

STATISTICS ACCEPTED AS STANDARD AUTHORITY.

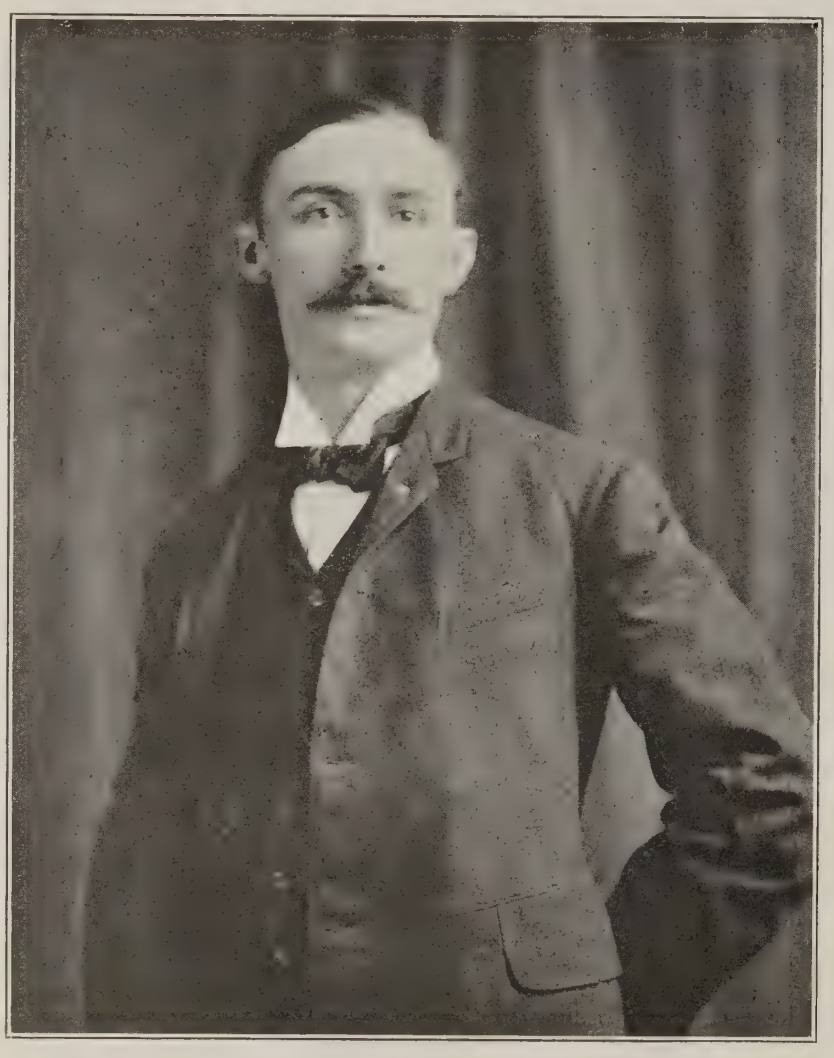
To detail even the merest fraction of all that TOBACCO has undertaken and accomplished for the good of the trade in the past 20 years would fill many pages. Its compilations of statistics have always been accepted as the standard authority, and it has happened on numerous occasions that they have been taken as the basis of arguments before Congressional and legislative committees, commissioners and other public officials.

In the matter of impressing the retail members of the trade with the importance of bright and attractive stores, handsome fixtures and accessories, and above all in inculcating a sense of the absolute cash value of effective window display, TOBACCO has during the past 20 years exerted an influence for the general good that has been absolutely incalculable.

The immense and far reaching influence which TOBACCO has exerted in this direction is exemplified by the remarks of a prominent dealer in Cincinnati some two years ago. Cincinnati, be it remembered, is famous for its elegantly appointed cigar stores, and one of the leading members of the Cincinnati trade said:

"We feel that we are entitled to point with pride to the fine array of cigar stores which we have in Cincinnati. We believe that they will compare more than favorably with those in any other city in the United States, not even excepting New York and Chicago, and I feel free to say that TOBACCO can take to itself much of the credit for this. The retail cigar stores in Cincinnati have been practically revolutionized during the past dozen years, and a large share of the credit for the improvement brought about can be truly ascribed to the fact that we have all been regular readers of TOBACCO.

"Every prominent cigar man in Cincinnati is a constant and careful reader of TOBACCO, and has been for years, and the illustrations and descriptions of fine cigar stores in other cities which it has printed from time to time have exerted a most stimulating and beneficial effect upon us all. From these descriptions we have picked up valuable hints and suggestions, which, when the time came, we have embodied in the equipment of our own stores."



A. S. KLEIN, ADVERTISING MANAGER OF "TOBACCO."

WORKING A REVOLUTION IN WINDOW DISPLAY.

And TOBACCO has exercised an equally potent influence in the matter of window display. It was the first publication in the tobacco trade to make regular use of half-tone illustrations in its columns, and thus furnish the trade with a practical demonstration of what other dealers were doing in this line in different sections of the country. At the same time it printed a long series of thoroughly practical articles upon the subject of dressing cigar store windows, especially prepared by William B. Turk, the "King of Window Dressers," and other experts, and illustrated with specially prepared engravings and diagrams.

The trade as a whole was thus awakened to the importance of window display, and the changes in this regard that have been wrought in the last 20 years can to a great extent be attributed primarily to the influence of TOBACCO. The "Mint of Hints" department, which has been for a few years past one of the regular features of TOBACCO, has furnished a mass of invaluable suggestions upon the subject of window dressing, all based upon the practical experience of enterprising and successful dealers, and it is regularly consulted and studied by the most successful window display artists in the trade.

In all the years of its existence TOBACCO has ever stood ready to foster and support any movement for the general benefit of the trade. Thus when the dealers in Philadelphia planned some two years ago to hold the first cigar and tobacco exhibition in the history of the trade in the United States, TOBACCO, alone among all the trade papers, lent the project every possible aid and encouragement.

Again, when it was planned to hold a Tobacco Exposition in New York a year later, on a much greater scale, TOBACCO was once more the only trade paper that freely gave its active support to the enterprise from start to finish. Its would-be contemporaries maintained an attitude of more or less thinly veiled hostility for months, and one of them never mentioned the Exposition at all except to attack it during the week that it was in progress.

It was generally admitted throughout the trade that the success of the Exposition would have been absolutely impossible but for the support which it received from TOBACCO and Chairman Sidney J. Freeman, in whose hands was vested the executive management of the great show, cheerfully paid the following tribute to the influence which TOBACCO had wielded:

"I desire to state in the most emphatic manner possible, that no other one force, or combination of forces, not even excepting the management itself, was so powerful and far-reaching in bringing about the splendid success of the recent Tobacco Exposition. TOBACCO aroused the manufacturers, and awakened the interest of the dealers and brought them to the show in large numbers. Without the assistance of TOBACCO anything like the success achieved would have been utterly impossible."

CHARACTERISTICS OF THE LATE T. H. DELANO.

The late Thomas H. Delano builded better than he knew when he laid his plans for founding TOBACCO. These plans were evolved by long and earnest thought, and they not only led to the establishment of a publication that has always occupied a commanding position in the trade, growing steadily in circulation, in prestige and in influence from year to year, but they were the immediate cause of a gradual but none the less certain transformation in tobacco trade journalism in the United States.

And in revolutionizing tobacco trade journalism he went far toward revolutionizing the trade itself. He was largely instrumental in setting in motion many important reforms, and through his intimate personal relations with men prominent in public life, he exerted a considerable influence in shaping legislation affecting the trade. On many occasions he accompanied delegations from the trade to Washington to appear before Congressional committees, and he was in constant correspondence with leaders in the House and Senate whenever matters affecting the trade were under consideration.

Thomas H. Delano was a man of marked intellectual power, deliberate and conscientiously careful in all that he did and said, and possessed of that kindly consideration for others that endeared him to all with whom he came into close personal relations.

In his contact with the trade he was always the courteous, high-minded gentleman, and those who knew him best esteemed him most highly. He belonged to an old Huguenot family that came to America and settled on the shore of Long Island Sound shortly after the revocation of the Edict of Nantes. Circum-

stances placed him at the head of an established bookbinding and mailing agency business while still little more than a boy in years, and in his administration of its affairs he manifested such unusual ability that the business steadily grew and prospered under his management.

While at the head of this business he was brought into close touch with a number of publishers, and was induced to embark capital in various magazines and periodicals, which he did with such good judgment that he had accumulated a moderate competence before he was ready for what proved the crowning achievement in his career, the establishment of Tobacco. Among the several publications in which he was interested before he founded Tobacco, the *Electrical Review* was among the most successful, and he was able to dispose of his interest in that journal at a handsome profit.

In addition to his activities in connection with the publication of Tobacco Mr. Delano was deeply interested in educational matters, and served continuously for many years upon the Board of Education in the town of Greenwich, Ct., where he made his home, and was largely instrumental in bringing the public schools of that town up to a high state of efficiency. He also served for several terms as a member of the Connecticut Legislature.

Mr. Delano was an active member of the famous Indian Harbor Yacht Club, and found his chief recreation in yachting and the discussion of nautical affairs. The various races for the America Cup he followed with the keenest interest and zest through a long series of years.

SOME OF MR. DELANO'S ASSOCIATES ON "TOBACCO."

When Tobacco was founded Mr. Delano had associated with him as editor Charles A. Lilley, a newspaper man of long and varied experience. At the outset Mr. Delano devoted his own energies largely to the business management of Tobacco, but upon the retirement of Mr. Lilley he gave his time more and more to editorial work, which he continued up to within a few years of his death, when impaired health compelled him to seek long intervals of rest.

The late Edward W. Field was associated with Mr. Delano in the publication of Tobacco for a number of years, and Wilfred P. Pond, a newspaper man of wide experience in many lands, was Mr. Delano's chief editorial assistant for some ten years. Mr. Pond was succeeded by C. Fred. Crosby, the present editor of Tobacco, who was with Mr. Delano for several years immediately preceding his death. Others who were connected with Tobacco in an editorial capacity at different times under Mr. Delano were George N. Holdcroft, who for many years had charge of the statistical department, and Robert H. Ford and L. S. Hardin.

Tobacco has at all times been particularly fortunate in the character, ability and high standing of many of the men who have served it as correspondents at different points. Among the more prominent who have served it in that capacity in the past may be mentioned Joseph B. Moos, the present head of the great jobbing house of J. & B. Moos, in Chicago; Frank H. Johnson, for many years one of the best known cigar salesmen in Chicago; George Eugene Bryson, who came into prominence as a war correspondent during the Spanish-American war, and who had previously been for several years in charge of the Tampa bureau of Tobacco; Edward S. Goulston, now a well-known Boston lawyer; A. W. Arundel, Jr., the present secretary of the R. & W. Jenkinson Co. in Cleveland; Nicholas P. Runyan, one of the best known and most versatile newspaper men in Cincinnati, who is at present enjoying a much needed vacation in the Tennessee mountains, and a number of others who have contributed in no small degree to making Tobacco the recognized newspaper organ of the trade.

THE PRESENT OWNERS AND MANAGEMENT.

In February, 1904, shortly after the death of Mr. Delano, Tobacco was purchased by the present owners, who brought to the work of improving and developing it abundant capital and ample experience in the field of daily as well as trade journalism. The new owners at once enlarged the paper, transformed and modernized its appearance, greatly widened the area of its news service, broadened the scope of its editorial comment, aligned it with the Independents, who are fighting the battle of industrial freedom in the tobacco trade field, and embellished it with more numerous illustrations. These improvements met with such a quick and cordial response from the trade that in just six months after the change of ownership the circulation of Tobacco had more than doubled and its prestige and influence have so steadily grown that it is now recognized, practically without challenge, as the organ and exponent of the tobacco industry where that industry touches the interests of jobbers, wholesalers, retailers and dealers generally.

### HOLZMAN CIGAR BAND ASSORTMENTS.

Making ash trays and other smokers' articles of cigar bands has passed from the stage of a fad to a frenzy, and dealers everywhere are turning tidy profits from this interesting side line. Among the most attractive band assortments on the market are those of Alfred Holzman, of 342½ Dearborn street, Chicago. The Holzman line includes a great variety of handsome lithographed bands in a multiplicity of designs, among which are the heads of Presidents of the United States and other prominent personalities.

Elsewhere in this number will be found an advertisement of the Holzman bands in which is given information of the various assortments, with prices and other particulars. Dealers should write for information. Those who are not handling the goods should investigate the matter at once, and get their portion of the profits from this popular fad.

### INFORMATION THAT IS UNBIASED.

H. L. Judel, of San Francisco: "I always read Tobacco with interest and with a consciousness that the information contained in it is reliable. Its attitude toward trade topics is broad and general, and the paper is free from the common evil of tobacco trade papers, that of being too much controlled by a few advertisers."

### THE PAPER THAT EVERYONE READS.

El Draco Company, of Philadelphia: "Our salesmen tell us that wherever they go they see Tobacco and find that it is regularly and carefully read."


# G. S. NICHOLAS

43 BEAVER STREET — NEW YORK

Romeo y Julieta
Partagas
Punch
Giaconda
El Vinyet

Eden
La Devesa
Fernandez y Saxby
Flor de Benito Suarez
American Jockey Club

**DIRECT IMPORTER of the highest grades of Cigars manufactured by the INDEPENDENT FACTORIES of HAVANA, all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.**

Por Larranaga
H. Upmann
Belinda
Hoyo de Monterrey
Elite

Redencion
Rey del Mundo
Nuevo Mundo
Hija de Vuelta Abajo
Figaro

LA PREDILECTA — Manufactured in Tampa

ESTABLISHED 1867 OUR MOTTO: "QUALITY"

# WEBSTER



# Y. PENDAS

FACTORY: TAMPA, FLA.







# & ALVAREZ

OFFICE: NEW YORK

# The TOBACCO of PORTO RICO

Written for the Anniversary Number of TOBACCO by
FRED. R. HOISINGTON

This island is coming into public view more and more as its wonderful resources become known. At the same time only a comparatively small number of people have any definite ideas in regard to the location, size, climate, inhabitants, etc. The following are some of the facts or impressions gained by several visits to the island:

Porto Rico is in the same latitude as Jamaica, but nearly 700 miles further east, and averages over 200 miles further south. It is 500 miles further east than Cuba. In size Porto Rico and Jamaica compare closely. Our Long Island is 100 by 21 miles, and Porto Rico is 108 by 36, but Porto Rico has 3,530 square miles, more than double the area of Long Island.

Porto Rico has an immense advantage over any other large island in the West Indies, as it is farthest east and therefore gets the full benefit of the moisture-laden and cooling trade winds, with the result that, under proper cultivation, the land will be marvelously fertile. The island is exceptionally well watered, having 1,300 streams, 47 of which are considerable sized rivers. Most of these and the longest ones are in the northern and eastern parts.



MARKET SCENE IN PORTO RICO.
*Photographed by Fred R. Hoisington of the Cayey-Caguas Tobacco Co.*

The climate is the most salubrious of any of the West Indies. The larger part of the land is high and the nights are cool and the days are tempered by the trade winds.

Few diseases trouble the natives or other inhabitants, yellow fever being almost unknown. There has been some talk in the papers about the terrible condition of the natives on account of anæmia and so-called hookworm. There have been a good many sufferers from this trouble in the interior in the mountains, where the peons had hard work to make a living after the American occupation and the big cyclone, both of which helped to destroy the fine coffee business of the island, at which most of these people made their living. The cyclone destroyed the plantations, and the Americans took away the European market.

In the tobacco and cane districts, however, one sees a fine, strong and hardy lot of laborers. These men will take a bale or case weighing 200 or 300 lbs. on their heads and walk cheerfully off with it after four men have put it up. The peons in the canefields are healthy and strong, and, in fact, the inhabitants of the island enjoy average good health. Illnesses are not, as a rule, due to climate, but are due to the ignorance of the ordinary rules of living and cooking.

Porto Rico has a population of about 1,000,000, and as most of the families are large, the peons usually having from six to ten children, the labor supply seems assured. Roosevelt's ideas against race suicide are well supported here.

The natives appear to be a mixture of Spanish, negro and Carib Indians. The negro element is much smaller than in any other island in the West Indies and the peons are as a class clean, honest and industrious, having the dispositions and faults of children. Some of the peons are intelligent and capable of being "capitans," taking charge of small bodies of men on the plantations.

The skilled laborers, of whom the cigar makers make a large percentage, are hardly as admirable a class. They are very skilfull workmen, but easily angered and offended if criticised and refuse to work. They have very little idea of keeping a bargain. Their wages have steadily improved, and the sons of the laborers come into the ranks of the cigar makers and earn double the pay of their fathers. A fourteen-year-old boy made brevas in one factory and his father worked on the plantations. The boy at a certain price per 100 earned twice as much as his father. While wages are comparatively low in Porto Rico the cost of living is in proportion.



FIELD OF TOBACCO IN PORTO RICO.

The following is a list of provisions for one day used by six plantation hands, for example:

| | |
|---|---|
| Rice, 2½ lbs. | $0.10 |
| Salt fish, 1½ lbs. | .09 |
| Sugar, 1 lb. | .04 |
| Beans, 1 lb. | .07 |
| Salt pork | .02 |
| Onion | .01 |
| Coffee, ½ lb. | .04 |
| Bananas, 50, for cooking | .10 |
| Sweet potatoes | .10 |
| Oil | .01½ |
| Garlic | .00½ |
| Pepper and salt | .01 |
| | $0.60 |

This is for six people and four dogs. Average, ten cents a day per man.

The topography is varied, giving the island conditions suitable for a great variety of products. Nearly all around the coast is a belt of comparatively flat land on which there are large sugar plantations. The last year has seen the acreage of these nearly doubled and many sugar mills or "centrals" have been built.



TOBACCO PLANTS UNDER TENT IN PORTO RICO.

Some of the coast land has been found especially suited to growing oranges and grape fruit. There are many thriving young groves of these trees nearly ready for bearing and some are already producing fine fruit. The native oranges, called "chinas," are extremely good.

Bananas grow all over the island and form one of the main food supplies of the poorer classes. Sweet potatoes are another standby. Pineapples and other fruits do well, and there are very few fruits that will not grow in some part of Porto Rico.

As stated previously, the northern side of the island is the best watered. The interior appears to be a mass of mountains, but the main range runs east and west near the southern side, and on the northern slope are several very fertile valleys, in the finest of which the town of Caguas is located. This valley, seen from the surrounding high hills, is one of the finest sights imaginable, and it is a veritable tropical garden.

The trade winds and the elevations of Caguas above sea level make the mornings and evenings very comfortable and the nights delightfully cool, although it is sometimes pretty warm in the middle of the day. These moisture-laden trade winds sweeping over the mountains are cooled just enough to drop down gentle showers that last only a short time, and then the sun breaks through the clouds, making a regular hot-house climate, but tempered by the usual trade winds.

It would be hard to imagine any finer climate for tobacco than this combination of "sol y agua"—sun and rain. Never a frost nor hailstorm, nor driving wind and rain to ruin a fine crop.

Sometimes early in the season, to be sure, the rains have been severe and have washed out seed beds and beaten down land plowed and harrowed ready for planting, and again making the preliminary work all to be done over again.

The fortunes of many of the old Spanish families of the island were made in the tobacco planting in Caguas. One can still find the old books of some of these planters showing the shipment to Havana and the good prices obtained.

The Encyclopedia Britannica gives among the exports of Porto Rico in 1883, 1,730 tons of tobacco, most of which was sold to Havana to be made up into cigars. The Cuban leaf dealers would not, however, take any and everything from Porto Rico, but knew the good crops from Caguas and Cayey and bought them readily until after the law went into effect in Cuba prohibiting the importation of tobacco from anywhere. This and the American occupation completely knocked out the Porto Rico tobacco business. The history since then has been varied.

The American soldiers, at the time of the war, sent home and brought back some very good cigars, and the demand grew rapidly. Then the supply of tobacco, which had been cut down on account of losing the Havana market, proved insufficient, and American tobacco was sent down to be worked off by unscrupulous manufacturers on the American market. When the next crop of new tobacco came in, the cigar manufacturers could not or would not wait to properly cure and sweat it. The result was a lot of moldy, musty and bitter cigars. Then came the reaction, and the dealers fought shy of all Porto Rico toabcco and cigars, and this particular industry had a severe setback. The trouble was not in the quality of tobacco that Porto Rico could produce, but in the fact that a great deal of tobacco used in Porto Rico cigars was inferior American tobacco, as well as coast grown Porto Rico, and the good tobacco that was used was often insufficiently and improperly cured.

Combined with this was the primitive method of raising seed and a careless method of growing. The planters cut all their fine tobacco and saved the seed from the second growth. The natural result followed —depreciation of the crops. Smokers and dealers became afraid of Porto Rico cigars and the demand dropped off.

Some Americans who had tried the high grade tobacco were convinced that there was a great future for tobacco culture in Porto Rico, and by intelligent methods began the rehabilitation of this business. Harrison Johnson, who was an American volunteer of the Spanish War, settled in Porto Rico and shortly after the American occupation went into the cigar business.

Later on the Cayey-Caguas Tobacco Company was formed, with Mr. Johnson as vice-president and Porto Rico manager. This American company have set



PORTO RICANS CARRYING TOBACCO ON POLES.

themselves the ideal to make the best cigars possible from a special blend of Cayey and Caguas tobacco made by the best workmen, and to spare neither trouble nor expense in effecting their object.

With careful methods of cultivation, intelligent curing and care of tobacco, and careful methods of cigar making, this company has proved that the very highest grade of cigars can be made in Porto Rico, and the rapid growth of their business has proved that it pays to make up high grade goods rather than cheap truck.

The smokers in the United States are re-discovering Porto Rico cigars, but find that they will have to be careful what brands they buy, as the so-called Porto Rico cigars vary even more than any other kind. They find that good Porto Rico cigars are apt to run milder and smoother than the average clear Havana or even imported cigar.

The improved methods and resultant quality of the tobacco have attracted buyers to such an extent that the demand is now much greater than the supply. The prices on tobacco are double those of two years ago, and the tobacco is worth the advance, as it compares very favorably with the Havana and makes a very satisfactory blend with the latter. Indeed Havana is the only kind of tobacco that can be compared with Porto Rican at all. The character of the two is so similar that the average smoker cannot tell the high grade Porto Rico from the Havana by the flavor or appearance.

The most modern methods of cultivation are now being used, including careful seed growing, scientific fertilizing and raising under shade to get the light wrappers demanded in the United States. The Spanish planters knew the superior quality of dark wrappers and topped their plants down to about twelve leaves, and as all the strength of the plant went into these leaves, they grew large and of fine flavor although the color was dark. Now every effort is made to get light wrappers by picking the leaves from the stalk prematurely and growing the tobacco under shade. This prevents the juice from settling in the leaves and renders them nearly flavorless. As a rule smokers will get better satisfaction from the darker colors and the sun grown wrappers.

The tobacco industry has been making rapid headway; in fact all of Porto Rico is prosperous at present on account of the American capital which is being spent for wages and Porto Rican products. Laborers are well employed in the sugar, tobacco and fruit districts, and the coffee districts are improving as people are discovering that some mighty fine coffee is grown on the island.

On the whole the prospects of Porto Rico are extremely bright, and the island is already on the high-road to prosperity.

EACH BAND A SOUVENIR.




A COMPLETE LINE OF IMPORTED CIGAR BANDS IN STOCK

HEYWOOD, STRASSER & VOIGT LITHO. CO.

155-161 LEONARD ST., NEW YORK.

CIGAR BOX LABELS, TRIMMINGS AND BANDS

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WE HAVE not been in business for twenty years; but we wish to state that we feel today that this is the starting point of our career. So many changes have taken place during our generation that the evolution of our own business may be of interest to dealers in segars.

¶Radical measures are being adopted to concentrate the retail segar business in various cities: either through the medium of shops for direct purveyance to the public or through such conveyances as hotels, drug stores and other sales quarters. We firmly believe that this method of concentration emanated and has become operative through one source---and it is not at all difficult for you to imagine to whom and to what we refer.

## Self Protection Now Becomes the Law of the Segar Dealer!

## FROM WHOM WILL YOU BUY?

¶One of the inducements for you to examine our affairs is that we can sell you everything with OUR OWN INDIVIDUAL GUARANTEE, from a Pittsburg Stogie to the highest grade of an imported segar,---and also

¶Our Own Smoking Tobaccos.
¶Our Own Small Segars and Cigarettes.
¶Pipes of Our Own Importation.
¶Novelties Selected from Original Sources by Our Own Buyers.
¶Seed and Havana Segars from Our Own Factories.

# The Waldorf-Astoria Segar Company

# of "Tobacco"

¶Clear Havana Segars Made in Our Large Factories Both in Key West and New York.

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THE LARGEST AND CHOICEST IMPORTED SEGARS OF EVERY SHAPE AND SIZE FROM THE GREATEST AND MOST SUCCESSFUL FACTORIES OF CUBA. :-: :-: :-: :-:

¶Every Factory owned or controlled by us is under direct and Personal Supervision, and each Factory demonstrates its own Individuality.
¶It now remains to be determined which class of Segars the discriminating Smoker will choose---those concentrated with separate labels under one management, or those produced in separate factories which exhibit the individual characteristics of the competent Managers of each Factory.
¶We will never change our ideas upon this score, and we boldly state that we believe our method to be the only one that can live in the true estimation of the smoking public.
¶We have an organization of young men who are deeply interested in our ideas and our principles and who have faith in our ever-increasing success.
¶We invite correspondence and solicit personal investigation.

## GOOD WILL AND GOOD CHEER TO YOU ALL

## Fifth Ave. and Thirty-Fourth St., New York

# The TOBACCO INDUSTRY IN MEXICO

Written Especially for the Anniversary Number
By RICHARD JONES

CITY OF MEXICO, May 1, 1906.

The famous Spanish adventurer, Hernando Cortes, and his intrepid followers, found that the old Mexicans, the Aztecs, the Tlaxcalans and other tribes, knew the use of tobacco, which was called "yetl" by the former tribe. It is probable that it was used in the pipe, like the red Indians of the United States, because the old word "chimba," for pipe, which is not a Spanish word, exists to-day.

The Spaniards, ever alert for business, cultivated the plant, but in 1764 the Crown made it a government monopoly, and inflicted severe penalties on those people who cultivated it outside of the crown lands or districts, which were as follows: Orizaba, Cordova, Huatusco and Zongolica. The government, corrupt as Spain was at that time, of course gave the rights to "grandees," purchasing the leaf from them at a stipulated price, and selling it at 200 per cent profit. The revenues derived from this profit amounted to $777,651 in 1783, and in 1801-1802 to about $4,000,000 silver. Government factories were established in Mexico City and Queretaro.



SCENE IN LA VIOLETA CIGAR FACTORY IN MEXICO.

After the beginning of the last century the Mexican War of Independence commenced in earnest, and every industry went to the bad. Even after the year of Independence, 1810, long revolutionary wars exhausted the country, and there are no records of any more attempts at cultivation on a large scale until 1868, just after Maximilian had paid the penalty of interference in Mexican affairs, and the Lincoln of Mexico, Benito Juarez, was holding the reins of government and ultimately setting the Republic on its feet.

The year 1868 marks an epoch in the history of Mexican tobacco, for from this time onward the cultivation has been gradually improving, though there is yet much to be desired. The Republic owes much to Louis Lejeune, a Frenchman, who was one of the first to call attention to the fact that Mexico could produce tobacco as good as Cuban, if not better, and at one-half the cost. In 1889 the Mexican tobacco obtained gold, silver and bronze medals at the Paris exposition, being considered superior to the Havana brand, and a few years after, "la Regie," a French government department dedicated to tobacco, officially gave notice that Mexican tobacco would be accepted.

The figures given in this article show that the exportation of Mexican tobacco is on the increase, but it is the ever increasing home consumption that at present sustains the cultivators and factories. Spanish-Latin America has always been the home of the lover of the fragrant weed. It only needs a journey through the Republic to be convinced of this. The way even the poorest Indian handles a cigarette shows that there is something in hereditary habit. In spite of modern innovations, the indigenous population look on smoking as one of the necessities of life. The traveler will soon become accustomed to the poorest beggar along the wayside asking for a cigarette. Nobody ever thinks of refusing to grant this trifling boon, be the petitioner ever so ragged and miserable in appearance. In the trains, every person passes his cigarettes to his neighbors. Far from the railroad, you may go into the commonest "jacal" or hut and ask for a smoke, the same way that you ask for a drink of water in any other countries, and in most cases the cigarettes are preferable to the liquid. The Indian will go all day without eating or drinking and think nothing of walking or running 50 miles, but he must have his "cigarro." Tobacco is the cheapest article in the country. Cigarettes are sold as low as one cent and a half, gold, a packet. The usual price is five cents Mexican, though there are brands as high as ten cents, but these are mostly for the "masher" class, being cork tipped.

It is hard to say where the best tobacco is grown. Experts give the palm to the district of San Andres Tuxtla, which is in the State of Vera Cruz. However, there is hardly a State in the Republic in which tobacco is not grown. The soil of San Andres Tuxtla de Acayucan is similar to that of the Vuelta Abajo of Cuba. The records of the Tuxtla section of Vera Cruz show that tobacco has been produced there for many years, but owing to crude methods of cultivation the leaf has not obtained the reputation it deserves. The fact is that the Mexican tobacco is good enough, but the methods of curing leave much to be desired. Why is this? Simply that the native Indian does not understand that what may be good enough for him is not good enough for the connoisseur of the United States and Europe. Faulty curing of the tobacco often leaves a bitter taste in the Mexican cigar that is very disagreeable to the dilletante smoker. The hot lands of the Gulf coast are eminently suited for producing high class tobacco. The climate and temperature of the lands of Vera Cruz and the low-lying districts of Oaxaca are the same as Havana, and better soil could not be desired.

In spite of the drawbacks of cheap native labor, which is not really cheap, Mexican tobacco is gradually being exported to Europe and the United States. The chief European markets are Hamburg and Havre; at present the quantity of Mexican tobacco sold in England is small, but has increased in the last few years. Señor Balsa, one of the great cultivators of the famous Valle Nacional brand, states that some years ago the best selected leaf from this district sold in the Hamburg market for eighteen marks ($4.50) the arroba (11½ kilos, or 25 lbs.). This Valle Nacional has been for years a famous district for convict labor, as it has been the custom of the police authorities to send the pickpocket class to work out their sentence on this plantation. A number of Cubans have also been settled here by Senor Balsa for the purpose of improving the grade of tobacco, and the result has been successful. Louis Lejeune states in his pamphlet on Mexican tobacco, prepared for the Department of Fomento, that in Oaxaca the tobacco was formerly poor because it was grown from indigenous seed, which produced a thick wrapper and had a rank flavor. This was some years ago. The entrance of United States growers into the field has changed circumstances in every way. Good tobacco land no longer goes begging for buyers.

There is no doubt that much Mexican tobacco of high grade has been shipped to Cuba and from there sold under the name of Havana tobacco. This really commenced during the time of the Spanish-American war. There is no doubt that the Mexican government, which is eminently practical, will shortly establish experimental agricultural stations for tobacco in the same way that it is doing for sugar, and thus benefit the financial resources of the Republic by exporting tobacco that will find no superior in the world's market.

The Federal District has three large cigarette factories established in the capital. Mr. Everado Hegewisch, the courteous Secretary of the Chamber of Commerce, has been kind enough to supply the following figures especially for TOBACCO relative to home consumption. The consumption of tobacco, which includes cigarettes, cigars and pipe tobacco, the latter being almost a negligible quantity, is as follows:

| | |
|---|---|
| 1901-02, Consumption in kilos | 7,049,219 |
| 1902-03, Consumption in kilos | 8,182,835 |
| 1903-04, Consumption in kilos | 8,587,350 |
| 1904-05, Consumption in kilos | 9,104,986 |

There might be added to this thirty-three (33) per cent, which represents the amount exported from the Republic.

Seventy per cent of the above amount is consumed by the large factories of the Federal District, the following being the most important establishments, with their capital:

| | Capital. |
|---|---|
| El Buen Tono S. A. | $5,000,000 |
| Company Cigarrera Mexicana | 3,500,000 |
| Tabacalera Mexicana | 155,000 |

This latter company has really a capital of more than half a million, the figures being only the nominal capital. There are eight more cigarette factories in the Federal District of lesser importance.

In the rest of the Republic the factories are divided as follows:

| | Factories. |
|---|---|
| Central States | 193 |
| Northern States | 65 |
| Gulf States | 86 |
| Pacific States | 134 |
| Total | 478 |

Besides these factories there are others of importance in Vera Cruz, San Luis Potosi, Guadalajara, Mazatlan, etc.

The use of snuff is hardly known in Mexico, and it is hard to buy it in the Republic, because the tobacconists find the demand so small that they do not keep it. Regarding chewing tobacco, it is safely stated that not one per cent of the population uses it. Tobacconists in the city keep small quantities in stock

for special American customers, but the duties on it are very heavy and the profit very small. A concession was given some time ago to a Mexican lawyer for establishing a chewing tobacco factory, but as the demand is not great enough to warrant a factory of this class, the duties on tobacco of this class going into the United States would prevent any hope of exportation at a profit.

The proportion manufactured is as follows: Cigarettes, 90 per cent; cigars, 9 per cent, and 1 per cent for picadura, or pipe tobacco, herb tobacco, snuff and chewing tobacco.

It is only recently that the permission to smoke during business hours has been rescinded in certain American railroad offices and establishments. So addicted is the Mexican to his cigarette that he smokes in business hours and, in fact, so do most English and Americans. In all the government offices smoking is allowed.

### Tobacco Crop 1906.

The following is the estimate of the tobacco crop for the season of 1906, as furnished by the chief tobacco districts:

| | Kilos. |
|---|---|
| San Andres Tuxtla | 1,500,000 |
| Acayucan Talixpam | 345,000 |
| Cordoba | 3,500,000 |
| Tlapacoyan | 1,725,000 |
| Tepec | 1,725,000 |
| Ojitlan, Valle Nacional | 1,150,000 |
| Playa Vicente | 1,150,000 |
| Other districts of Oaxaca and Chiapas | 575,000 |
| San Luis Potosi Districts | 230,000 |
| Total estimated crop | 11,900,000 |

The following are considered the best brands of cigars: The Huimanguillo brand, which is grown in the district of that name in the State of Tabasco, fetches a high price on the market, being noted for its bouquet and flavor; also Dieties, manufactured at Alvarado, State of Vera Cruz, and "La Vencedora," at San Andres Tuxtla, which is the nearest Mexico has as yet produced to the famous Vuelta Abajo of Cuba.

The following figures will show the amount of tobacco exported during the six months (July to December, 1903); the later returns have not yet been published:

Tobacco (cigarettes, cigars, etc.).

| | Kilos. | Value. |
|---|---|---|
| Germany | 5,551,000 | $15,625,00 |
| Austria | 77,000 | 550.00 |
| Belgium | 182,000 | 395.00 |
| Colombia | 7,287,000 | 7,655.00 |
| Spain | 115,000 | 472.00 |
| United States | 7,268,000 | 23,457.00 |
| France | 1,995,000 | 6,962.00 |
| Guatemala | 2,093,500 | 5,990.42 |
| Honduras | 473,000 | 1,245.00 |
| England | 44,085,000 | 107,108.00 |
| Argentine Republic | 1,165,000 | 4,709.00 |
| Salvador | 296,000 | 650.00 |
| Total | 70,587,500 | $174,818.42 |

The following figures, supplied by the courtesy of the *Economista Mexicano,* show the increase in the production in detail for five years:

| Year. | Cigarettes. | Cigars cut. | Cigars perilla. | Fine cut sifted. |
|---|---|---|---|---|
| 1898-99 | 4,915,730 | 174,627 | 432,965 | 22,828 |
| 1899-00 | 5,906,519 | 236,559 | 417,931 | 23,625 |
| 1900-01 | 5,974,333 | 283,472 | 405,797 | 17,656 |
| 1901-02 | 6,203,966 | 395,510 | 425,165 | 23,260 |
| 1902-03 | 7,305,079 | 393,083 | 458,021 | 23,051 |

It will be seen from the following figures that the snuff is not worth taking into account, but are given to complete the table:

In 1898-99, 414 kilos; 1899-00, 22 kilos; 1900-01, 16 kilos; 1901-02, 9 kilos; 1902-03, 14 kilos.

Fine cut tobacco—1898-99, 111 kilos; 1899-00, 108 kilos; 1900-01, 459 kilos; 1901-02, 1,196 kilos; 1902-03, 3,585 kilos.

The export of Mexican leaf tobacco to the United States amounted to 1,251,767 kilos, valued at $218,025. However, the following figures for 1902 prove that Mexico finds a better market in Europe than in the United States for her tobacco:

| | Kilos. | Value. |
|---|---|---|
| Germany | 495,341 | $374,337 |
| Belgium | 432,262 | 448,326 |
| United States | 130,276 | 162,771 |

### DISEASES OF MEXICAN TOBACCO.

The Mexican government, through the medium of the "Department of Fomento," has established a scientific branch called "Departmento de Parasitologia Agricola," which has proved extraordinarily beneficial to the "hacendados" and agriculturalists of the Republic. The department in question is under the direction of the well known scientist, Professor A. L. Herrera, who carries out his arduous task of dealing with the various pests that inflict the flora of the Republic in the most admirable manner. He is assisted by Professor Meraz and Professor Gandera, the latter gentleman dealing only with cattle and animal pests. Mexico has its troubles like every other country, as far as insects are concerned. Fortunately for the tobacco planters, they do not suffer in the same way as the orange and fruit growers. Professor Herrera states that generally speaking tobacco planters do not find much trouble with their crops, the insect enemies being few and not particularly hard to exterminate or keep down. The following is the list of insects that exist chiefly in the State of Vera Cruz that are indigenous to that State:

El Cachazudo, a worm that eats the root.

La Mamestra.

La Primavera, also known as El Tabaquero.

Verde Chico (little green worm).

El Cuerudo, one or two centimeters long (caterpillar).

La Bronca.

Piojo prieto (black lice), and other species of the same class, only different in color.

This department, immediately on receiving notice of

(*Continued on page* 110.)


# CIGAR BAND NOVELTIES

The Fad That Came to Stay

## YOU, MR. RETAILER! Are You Handling Cigar Bands and Plates?

If you don't, order now, before your competitor gets them. It's the Fad of all Fads and the profits will pay your rent. If you are selling bands and plates now, send me a trial order. Compare them



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**PRICES: 10c. Bands, 75c. per doz., $6.00 per 100. 15c. Bands, $1.20 per doz., $7.50 per 100**
**25c. Bands, $2.00 per doz., $12 50 per 100. Special Prices in Larger Lots.**

**Send me a Trial Order for, say $10.00 worth of Bands and Plates, just to show you the difference.**

**ALFRED HOLZMAN, - - - 340½ Dearborn Street, Chicago, Ill.**

## TOBACCO INDUSTRY IN MEXICO

(*Continued from page* 109.)

a plague, sends a remedy free of charge to the agriculturalist, and if the plague is very bad, a specialist will be sent at the expense of the government to report on the matter. It has also agents in all parts of the country who are sending in reports all the time on the progress of the districts as far as agricultural matters are concerned. Besides the Department of Parisitology is always issuing new leaflets and pamphlets on the plagues of the Republic, and scattering them broadcast. By themselves the development of agriculture is carried on. In fact, the department is only too glad to assist every one interested in agriculture. In connection with it there is a well kept museum, in which are exhibited plants of the Republic in the various stages of the disease that afflict them.

The government has also another department in connection with the Fomento, called the "National Medical Institute," in which the agricultural products of the Republic are analyzed by the chief analyst of the subsection which is known as the commercial product branch. All kinds of plants relative to commerce are analyzed and reported on. If they are found to be of probable use in the development of agriculture, they are subject to particular attention, and their growth encouraged.

## TOBACCO CONDITIONS IN AUSTRALIA

**Much Home-Grown Tobacco There, but a Big Market for the American Product.**

It is estimated that about half the tobacco consumed in Australia is now home-grown. Since about 1890 strong efforts have been made by the several colonial governments to increase the production and to improve the quality of tobacco, and in both respects these efforts have been crowned with success. For a long time the culture was in the hands of the Chinese, but during the last ten years or so American experts have been employed, and the results have been seen in better grades of plants, better methods of cultivation, and more scientific methods of curing. The industry is no longer left to the Chinese, but in New South Wales, Victoria, West Australia, and other colonies, some of the most intelligent and enterprising of the white settlers have turned their attention to tobacco growing for the market. In several of the colonies the governmental agricultural departments have conducted extensive experiments on government farms designed to aid the planters in deciding upon the best seed and the most successful methods of treating the soil and plants.

In 1904 and again in 1905 a Select Committee appointed by the Senate of the Commonwealth conducted an investigation covering all the places of the tobacco industry in Australia. One of the conclusions reached by the committee was that, with better methods of curing, the Australian leaf would be equal to the American leaf, but for use in cigars and cigarettes the American product is preferred by smokers. For plug tobacco the Australian product is largely used. Many witnesses before the Select Committee expressed the opinion that no Australian leaf is fit for making into cigars. It all has a "twang."

The average consumption of tobacco per head in the various Australian colonies and in other countries is as follows:

| Country. | Per Head. |
|---|---|
| Australasia | 2.60 lb. |
| New South Wales | 2.80 " |
| Victoria | 2.02 " |
| Queensland | 2.99 " |
| South Australia | 2.02 " |
| West Australia | 4.58 " |
| Tasmania | 2.35 " |
| New Zealand | 2.64 " |
| United Kingdom | 1.41 " |
| Switzerland | 3.24 " |
| France | 2.05 " |
| Germany | 3.00 " |
| Austria-Hungary | 3.77 " |
| Italy | 1.34 " |
| United States | 4.40 " |
| Canada | 2.11 " |

One of the facts brought out by the Senate Select Committee is that substantially the entire tobacco trade of Australia is controlled by a combine or trust. The manufacturing companies that constitute this combine are the States Tobacco Company, which solely manufactures cigars; the British-Australian Tobacco Company, which solely manufactures tobacco, and the American Tobacco Company of Australasia, which manufactures and imports cigarettes. The distribution is solely through the house of Kronheimer, Limited, which is owned and controlled by the manufacturing companies mentioned above.

There are a few independent manufacturers and distributing jobbers, but the trust controls most of the business in both lines, and it is also charged that it controls, or has an exclusive working arrangement with, the Retail Tobacconists' Association, whose membership does most of the retail trade throughout the colonies. There is much dissatisfaction on the part of the people with this condition of things, and a strong movement is on foot to have the Government take over the whole tobacco industry and run it as a State monoply.

## WHERE MOST TOBACCO IS USED

**Interesting Facts Regarding the Consumption of Tobacco in Different Parts of the World.**

The Bureau of Statistics at Washington has issued an official bulletin containing statistics and a large number of facts regarding the per capita consumption of tobacco in its different forms in the leading countries of the world. From that bulletin we learn that the United States leads all other nations in the total consumption of tobacco, while Belgium stands at the head of the tobacco-consuming countries so far as per capita consumption is concerned. Besides the United States, Germany and Russia are the only countries that show a total consumption of over 100 million pounds per annum.

While the habit of using tobacco may be regarded

(*Continued on page* 112.)

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## WHERE MOST TOBACCO IS USED

(*Continued from page* 110.)

as well nigh universal (though not all the countries show increases in its use during recent years), the per capita consumption in the different countries shows the most varying quantities, as can be seen from the following table, which shows the total and per capita consumption of tobacco in the principal countries during the most recent available year:

| Country. | Total consumption. Pounds. | Per capita consumption. Pounds. |
|---|---|---|
| United States | *440,000,000 | 5.40 |
| Germany | 201,783,000 | 3.44 |
| Russia | 150,244,000 | 1.10 |
| France | 84,393,000 | 2.16 |
| United Kingdom | 83,378,000 | 1.95 |
| Austria | 78,755,000 | 3.02 |
| Hungary | 47,905,000 | 2.42 |
| Belgium | 44,273,000 | 6.21 |
| Italy | 34,549,000 | 1.05 |
| Canada | *15,400,000 | 2.74 |
| Mexico | 18,870,000 | 1.39 |
| Australia | 10,158,000 | 2.59 |

* Partly estimated.

It is understood, of course, that the per capita figures are of value only for comparative purposes, in case the per head consumption of one country is put against the per head consumption of another, or in case the per head consumption in the same country is traced for a period of time in order to discover the growth or decrease of the tobacco consumption. It should be added, too, that these figures do not throw any light upon the average consuming capacity of the actual smoking population. The adult male population, including persons over 15 years of age, which furnishes the great majority of the users of tobacco, constitutes normally less than one-third of the entire population, so that the per capita consumption figures of the table above should be multiplied by 3 and more in order to obtain averages coming near the figures of actual consumption. In those countries where women are also given to the use of tobacco the average consumption per smoker comes nearer the average per head of population. Where, as in the case of new countries, the number of men is proportionately larger, this preponderance of males is most likely to affect the figures of tobacco consumption. In comparing countries with high and low birth rates, such as Germany and France, the relatively larger number of adults in the latter country should be taken into consideration in discussing average consumption figures.

On the whole, however, the relation which the cost of the article bears to the purchasing power of the consumer may be regarded as the chief factor affecting the tobacco consumption of a country.

In the case of a few European countries, the tobacco trade of which has been monopolized by the government, figures of the gross receipts, which roughly correspond to the consumers' total outlay, are given below.

The total gross revenue from the tobacco monopoly in France is shown to have been over 81 million dollars in 1902, which is tantamount to a head tax of $2.08. By dividing the quantity of tobacco officially consumed into the gross revenue the average cost to the consumer can be determined. The figures of gross receipts are also given for Austria, Hungary, and Italy, while in the case of the other countries only the excise revenue can be stated. For comparative purposes the net revenue, i. e., gross receipts minus the cost of material and other current expense of the State industry, is given. If the gross and net revenues from the tobacco monopolies are compared, it is found that of the total gross revenue 61.5 per cent in Austria, 63.4 per cent in Hungary, 77.7 per cent in Italy, and about the same per cent in France constitute the net revenue of the government from the sale of tobacco. What per cent of the total outlay for tobacco goes to the government in the shape of excise in such countries where the manufacture and sale of tobacco is left to private enterprise cannot be stated with any degree of certainty.

In this country the total value of tobacco manufactured in 1900, according to the Twelfth Census, was in excess of $263,000,000, exclusive of the value of imported manufactures of tobacco and profits of all kinds, which are comparatively high in the tobacco trade. The total government revenue of 65.8 million dollars constitutes thus a much smaller percentage of the total consumers' cost than in the European countries, with the possible exception of Germany and Belgium, where the tax on tobacco is small.

The following table shows the public revenue derived by the governments of the principal countries from the taxation of tobacco during the most recent available year:

| Countries. | Total revenue (customs and excise). Dollars. | Per capita tax. Dollars. | Tax per pound of tobacco consumed. Cents. |
|---|---|---|---|
| United States | 65,832,102 | 0.80 | 15.0 |
| France | *a*81,063,000 | 2.08 | *a*96.1 |
| United Kingdom | 63,806,000 | 1.49 | 76.5 |
| Italy | *b*31,482,000 | *b* .95 | *b*91.1 |
| Austria | *c*40,528,000 | *c*1.22 | *c*117.3 |
| | *b*27,443,000 | *b*1.04 | *b*34.9 |
| | *c*44,633,000 | *c*1.69 | *c*56.7 |
| Russia | 24,254,000 | .18 | 16.1 |
| Germany | 16,567,000 | .28 | 8.2 |
| Hungary | *b*14,264,000 | *b* .72 | *b*29.8 |
| | *c*22,484,000 | *c*1.14 | *c*47.0 |
| Canada | 5,775,702 | 1.03 | 37.5 |
| Belgium | 1,687,000 | .38 | 3.8 |
| Mexico | 1,183,000 | 1.04 | 6.3 |

*a*Total gross revenue from tobacco monopoly. The net revenue is about 80 per cent. of the gross revenue.
*b*Net revenue from tobacco monopoly.
*c*Gross revenue from tobacco monopoly.

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A GENTLEMAN OF GOOD TASTE.

# A Brief History of Tobacco Among Civilized Peoples

By C. FRED: CROSBY

It is a far cry from the day when Christopher Columbus and his fellow voyagers first set foot on the shores of the Western World and found dusky savages smoking a strange and pungent herb, to the present day, when the use of that herb in various forms has extended to every corner of the earth.

It has made its way in the face of the most strenuous opposition; it has been under the ban of the law times without number; it has been the subject of Papal bulls; its use has been forbidden by royal decree; and semi-barbaric rulers have enforced the death penalty against those of their subjects who sought solace in tobacco; and it has been more heavily taxed than any other luxury or necessity used by civilized man.

Yet in the face of all opposition its use has gone on increasing by leaps and bounds until at the present time it is a common bond of brotherhood among men of all races and of all climes from the tropics to the farthest North.

That the use of tobacco was widely prevalent among the aborigines of the Western hemisphere there is abundant evidence. Even if the testimony of Columbus and his companions and the hardy train of navigators and explorers that followed in their wake as to the use of the pipe and cigar by the dusky savages whom they encountered were entirely lacking there would still be the stone pipes and snuff mortars discovered in prehistoric ruins to tell the story.

These ancient relics, unearthed alike in the mounds of the Mississippi Valley, in the former abodes of the cliff dwellers in the Southwest, and in the ruins of the Aztec cities of Mexico and Central America, all go to prove that smoking was a general custom throughout the New World.

This was especially true of the North American continent, and although evidence is not lacking that smoking was known to the inhabitants of South America centuries before the coming of Columbus, there is good reason to believe that the practice was neither as common nor as widespread below the equator as it was above.

There is reliable evidence, however, that many of the South American aborigines were devoted to the use of tobacco in the form of snuff, and as early as 1515, less than a quarter of a century after the first voyage of Columbus, an explorer who landed upon the shores of Brazil noted that the natives there were almost universally addicted to the practice of chewing tobacco.

From such traditions and records as have come down to us it is apparent that the smoking of tobacco by the Indians excited feelings of the liveliest astonishment, mingled with disgust, among the early European voyagers and explorers. They seem to have regarded the custom as the extremity of barbarism. Strange as it may appear at this day, it was urged among the people of Spain in the early years of American exploration that the natives of the new world ought to be enslaved in order to break them of the barbaric practice of smoking tobacco.

Traditions are lacking as to the first white men who adopted the custom of smoking from the dusky savages. Sir Walter Raleigh has come to be generally looked upon as the man who first introduced tobacco to Europeans, but in this the popular belief is in error. It is definitely known that tobacco was sent to Spain and Portugal in 1559, by Hernandez de Toledo, and this is believed to have been its first appearance in Europe. Jean Nicot, whose name has become immortalized by the word nicotine, which was conferred upon the essential oil of tobacco, and the general adoption, by a sort of transition process of the title "My Lady Nicotine" as the poetic symbol of the weed, was an Ambassador from France at the court of Lisbon when Hernandez de Toledo first introduced tobacco into Portugal, and a year later, in 1560, Nicot introduced it into France and presented it to his Queen, Catharine de Medicis, who gave it the seal of royal approval by publicly indulging in it in the form of snuff.

Jean Nicot himself, however, was concerned chiefly as to the supposed marvelous medicinal virtues of tobacco, and wrote much in praise of the curative properties which he believed it to possess.

Sir John Hawkins first introduced tobacco into England in 1565, almost a quarter of a century before Sir Walter Raleigh brought it from the New World. It was then variously known as herba cancta, or holy herb, and herba popocea, and was employed both as a drug and as a poultice for bruises and wounds.

Sir Francis Drake brought more of the weed to England in 1585. This he had obtained from Tobago, one of the windward islands of the West Indies, and it is claimed that it was from this source that the now common name of tobacco was originally derived, although other authorities maintain that the word tobacco is a corruption of Tabasco, a province in Yucatan, from whence the weed was taken to Spain in considerable quantities some years after its original introduction into that country by Hernandez de Toledo. Still others have asserted that the word is derived from Tombago, which was the Indian name for the pipes in which it was smoked, rather than for the plant itself.

The Cardinal Santa Croce introduced tobacco into Italy, carrying it there from Spain in 1589, at about the same time that Sir Walter Raleigh was beginning to make the habit of smoking popular in England.

Sir Walter Raleigh had left England in disfavor with Queen Elizabeth because of his marriage to one of her maids of honor and sailed for the New World in quest of adventure. He returned a confirmed devotee of the habit of smoking, and shortly after regained the favor of his queen. There are traditions to the effect that he presented tobacco to Queen Elizabeth, and that Her Majesty was not averse to smoking an occasional pipe of the Indian weed herself. As history credits her with possessing an extremely masculine disposition, it is not impossible that the tradition may be founded upon fact. In any event she gave smoking her most gracious toleration. It is recorded by history that Queen Elizabeth "had the good taste to sit out a pipe smoked by the elegant Raleigh," who discoursed to her on philosophy between puffs.

The story has also come down to us that on one occasion Raleigh made a bet with Queen Elizabeth that he could ascertain the exact weight of the smoke from a pipeful of tobacco. Believing this to be impossible Elizabeth promptly accepted the wager, whereupon, as the legend runs, "Raleigh then weighed a bowlful of his Virginia, smoked it out, and then weighing the ashes, triumphantly exhibited the difference by the simple rule of subtraction." Queen Elizabeth acknowledged herself beaten, and as she paid over the amount of the wager, it is recorded she remarked, referring to alchemy:

"Many laborers in the fire have I heard of who turned their gold into smoke, but Raleigh is the first who has turned smoke into gold."

Raleigh's example soon brought smoking into fashion among the fops, dandies and men-about-town in London, so that by the close of the 16th century its use had become quite general among such as could afford the luxury.

The smoking gear of some of the men about the court of Queen Elizabeth was of the most expensive character, including the tobacco box, the tongs and the priming iron, of gold or silver, as well as the pipe. There was also the gold or silver "ladle for cold snuff into the nostril," as described by a writer of that period.

All of these things were much in evidence at the fashionable clubs and coffee houses of the time, and the smoker was a character frequently introduced into the plays of that period, and depicted by artists in prints.

Then came the death of Queen Elizabeth and the accession of King James the First to the English throne. James I. was a bitter opponent of the use of tobacco, and is to-day chiefly remembered because of his famous "counter blaste," in which he wrote a most vigorous denunciation of the weed, causing it to be printed and extensively circulated. James I., among other things, characterized smoking as: "This habit, disgusting to the sight, repulsive to the smell, dangerous for the brain, injurious for the chest, and which spreads around the smoker as infectious exhalations as those that come from the infernal regions."

While James I. was thus inveighing against tobacco, his ministers were not slow in discovering its possibilities as a revenue producer, and were beginning to levy most exorbitant taxes upon its importation. The Royal Commission at that time fixed the duty upon tobacco imported into England at six shillings and ten pence a pound, which was equal to $1.70 a pound by present standards.

The heavy tax on tobacco led to attempts at its cultivation in England and Ireland, whereupon most stringent laws forbidding the growing of tobacco anywhere in the United Kingdom were promulgated.

But in spite of royal opposition and the burden of heavy taxation, the custom of smoking continued to spread throughout Great Britain and Ireland with wonderful rapidity, and the printed records of the time show that before 1614, barely a quarter of a century after Raleigh had first begun to make the practice popular with the men of fashion attached to the court of Queen Elizabeth, tobacco had become "a commodity vendible in every tavern, wine and alehouse; apothecaries' shops, grocers' shops and chandlers' shops were hardly ever without company that from morning till night were still taking tobacco."

While the use of tobacco was thus rapidly spreading throughout Great Britain, it had been received with equal favor from the people and encountered similar opposition from those in authority in Italy.

Its introduction by the Papal Nuncio, Cardinal Santa Croce, was celebrated by a poet of the period in the following verse:

"Herb of undying fame
Which hither first with Santa Croce came,
When he, his time of nunciature expired,
Back from the court of Portugal retired,
E'en as his predecessor, great and good,
From Palestine brought back the Holy Rood."

The use of tobacco had become so general in Italy by 1624, that Pope Urban issued a bull excommunicating all tobacco snuffers and smokers from the church. This bull was renewed at a later date by Pope Innocent XII., but was finally revoked in 1724, just a century after its original proclamation by Pope Benedict XIV., who was himself an habitual user of snuff.

From Italy tobacco speedily made its progress across the Mediterranean, and entered the Orient by way of Turkey. As in other countries, the people took kindly to the use of the weed, but it was sternly opposed by the rulers. In Turkey, Sultan Amurat IV. issued an edict against the use of tobacco, and made smoking a capital crime punishable by death.

The use of tobacco was passed on from Turkey to Persia, where it met with the usual rigorous opposition from the reigning monarch, who decreed the most drastic penalties for such of his subjects as might seek solace in the weed. Many of the subjects resented this by fleeing to the mountains rather than renounce the use of tobacco.

But none of these persecutions prevented the Orientals from becoming, if possible, even more devoted to the use of tobacco than the Europeans, and eventually overcoming the prejudice of their rulers against tobacco, both the Turks and the Persians began to grow the weed in considerable quantities. From Persia the use of tobacco gradually penetrated into India and China.

The Hollanders, who were the great sea traders of the 16th century, quickly caught the tobacco habit from the English, Spanish, Portuguese and Italian sailors, with whom they came in contact, and the custom took

(*Continued on page 116.*)




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## A BRIEF HISTORY OF TOBACCO

(*Continued from page* 114.)

such deep root among them that they are to-day the greatest smoking nation of the earth. From Holland and the Netherlands the habit of smoking soon extended to Germany, and thence to Austria, Poland and Russia, while it had at the same time penetrated to Switzerland from France on the one hand and from Italy on the other, meeting more or less bitter opposition at every step.

In Berne, Switzerland, the police regulations were published in the form of a revised edition of the Ten Commandments, and following the Seventh Commandment, "Thou shalt not commit adultery," the Eighth Commandment read, "Thou shalt not smoke tobacco."

At about the same time the Autocrat of Russia, at the dictation of his clergy, threatened to cut off the noses of all of his subjects who smoked tobacco or took snuff. It is related that the imperial embargo against tobacco in Russia was finally removed by Peter the Great, because of a compact which he had made with certain London merchants who advanced him funds when he had found himself practically penniless in the English capital. Peter the Great seems to have carried out his part of the agreement not only to the letter, but in the spirit as well, for it is known that he not only removed all government opposition to the use of tobacco, but sought strenuously to encourage its use among his subjects.

The use of tobacco in England grew rapidly under the Commonwealth, and the austere followers of Cromwell, while setting themselves sternly against most forms of enjoyment, were very indulgent toward smoking. It had made such progress by 1650, that the following verse was widely circulated in that year:

Tobacco engages
Both sexes, all ages,
The poor as well as the wealthy.
From the court to the cottage,
From childhood to dotage,
Both those that are sick and the healthy.

Another writer at about the same period declared: "Tobacco is grown to be not only the physic, but even the meat and drink of many men, women and children. In a word, it hath prevailed so far that there is no living without it. If we reflect upon our forefathers and that within the time of less than one hundred years before the use of tobacco came to be known amongst us, we cannot but wonder how they did subsist without it."

The Great Plague of 1665 did much to increase the use of tobacco in England, as it was claimed that during that epidemic no tobacconist's household was invaded by the dread disease.

As Catherine de Medicis, Queen of France, had early set the seal of royal favor upon taking tobacco in the form of snuff, that continued the favorite form of indulgence among the French people for nearly two centuries. Snuff taking had increased to such an extent in France by 1635 that Louis XIII. prohibited the sale of tobacco in France except by apothecaries on a physician's prescription. This law was soon repealed, however.

As early as 1674 the sale of tobacco in France became a State monopoly, being farmed out to a speculator for six years for $25,000 a year. By 1720 the annual payment for this monopoly had risen to $50,000, while in 1771, a few years before the outbreak of the American Revolution, tobacco yielded France a revenue of $5,500,000. The sympathies of France with the American colonists during the Revolution were so strong that many of them took to smoking American tobacco, although snuff continued in favor among the wealthier classes.

As a direct consequence of the influence of French social customs upon England in the Georgian era, the habit of snuff-taking crossed the English Channel at that time, and smoking began to be frowned upon by society in Britain. In Pall Mall, the fashionable lounging place of London, smoking was forbidden, and Beau Nash placed a ban upon smoking at Bath, then the ultra fashionable watering place. Indeed, the disfavor into which smoking fell in England at that period continued for nearly three-quarters of a century, and it was not until within the last 25 years that it returned to anything like its early universal popularity in that country.

But while the habit of smoking was waning in England, it was steadily growing in favor in France. It was greatly encouraged during the French Revolution, and at the time of the cholera plague in 1831, thousands took to smoking as a supposed safeguard against the disease. Smoking is to-day universal in France, and tobacco is most commonly consumed there in the form of the cigarette, although there is also a considerable demand for pipes, cigars and snuff. The sale of tobacco continues a government monopoly, and nets enormous revenues for the French government.

The Hollanders and the Germans have been great smokers from the early introduction of the weed into their respective countries, and at the present time the per capita consumption of tobacco is greater in Holland than in any other country in the world.

In the Latin countries the people prefer tobacco in its lighter forms, and in Spain the cigar and the cigarette have reigned from the beginning, pipes and snuffing being practically unknown. Even the poorest beggars seem to be able to get their cigarette in Spain.

Cigarettes and cigars also hold sway in Italy, although the Italian cigars are undoubtedly the least enjoyable of all the many forms in which tobacco is prepared, being made of the rankest tobacco, and so tightly rolled that a piece of tough straw has to be rolled in the center of the cigar, to be withdrawn just before it is lighted and thus insure a draft.

In a way the Italians owe their freedom from Austrian domination to tobacco. As a protest against this domination the Italians in 1848 renounced the use of tobacco. As the weed was then, as now, a government monopoly, this course on the part of the Italian people served to seriously decrease the government revenues. In a spirit of revenge, the Austrian government supplied cigars free to their soldiers stationed in northern Italy. The soldiers sought to taunt the Italian people by ostentatiously smoking these cigars and puffing the smoke into their faces, whenever they met them upon the streets or in public places. This finally had

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the effect of so exasperating the populace that it led to a general uprising in northern Italy. The people of southern Italy then joined forces with their brethren in the north, and the war which followed swept Italy from Austrian control.

In Austria-Hungary, the tobacco trade is a government monopoly, and the weed is consumed in the form of cigars, cigarettes and snuff, but more especially in pipes, both the Austrians and the Hungarians being great pipe smokers. Vienna has for many years been one of the great centers of the pipe-making industry in Europe.

The people of the United States, to-day, rank next to those of Holland in the amount of tobacco consumed per capita. They consume the weed in enormous quantities in every form, though the use of chewing tobacco is much less, proportionately, than it was a generation or two ago. Cigarettes were practically unknown in the United States up to about 1872, but since then their use has grown to enormous proportions, and it was from the United States that cigarette smoking was introduced into England. Ever since the custom of cigarette smoking began to make headway in the United States, it has met with most bitter opposition from a comparatively small number of would-be reformers. As numerous influential papers have lent the use of their columns to these opponents of the cigarette, they have been able to arouse a clamor against the cigarette entirely out of proportion to their importance, either morally or numerically, or to the real merits of the case. This continued clamor, however, has led to the enactment of anti-cigarette legislation in many States. But even in the States where the laws against the cigarette are most rigorous, the custom is far from being entirely checked, as the laws are more or less imperfectly enforced.

The American people have always consumed snuff in considerable quantities, and its manufacture was one of the first forms of tobacco manufacture to be undertaken in the United States. It is by far the most profitable of all forms of tobacco manufacture, and since 1900 it has been largely in the hands of the trust. The annual consumption of snuff in the United States for several years past has averaged about 20,000,000 pounds.

But the people of the United States are above everything else a nation of cigar smokers. In the early days, such few cigars as were smoked came largely from the West Indies, and as there was no import duty to pay, they were imported in barrels and hogsheads, sorted after their arrival, and retailed at from one to six cents each. The man who then paid six cents for a single cigar was considered to possess extravagant tastes. At a somewhat later period, enormous quantities of cheap cigars were imported into the United States from Germany.

The first cigars made in this country were produced in Connecticut, about 1810, and the industry gradually increased from that time on. There were no brands used for many years, and the domestic cigars were practically of two types. One was known as "Sixes," and consisted of a Cuban filler and a domestic wrapper. These "Sixes" retailed at seven for a sixpence, 75 cents a hundred. The other type of domestic cigars was known as "Half Spanish," was made entinrely from domestic tobacco, and retailed two for a cent, or in boxes of 250 for $1.25. As both the raw material and the labor employed were proportionately cheap, the manufacture of cigars was extremely profitable, notwithstanding the low prices at which they sold. Prices advanced materially in the 20 years from 1837 to 1857, when the great financial panic of the latter year caused a sharp decline. Then came the Civil War period, and the imposition of the heavy Internal Revenue tax, which sent the prices of all tobacco products up to a far higher point than they had ever touched before.

The manufacture of clear Havana cigars in the United States, which has grown to such enormous proportions within recent years, dates back only to about 1868, when it was started in a small way in New York by skilled Spanish cigarmakers who had come to this country from Havana. A year or two later a number of Spanish and Cuban cigarmakers laid further foundations for the industry in Key West. The real beginning of the marvelous growth of the

(*Continued on page* 120.)

# THE GREATEST POEM ON TOBACCO

**Many poems have been written upon tobacco and smoking during the past three centuries, but by common consent, "The Betrothed," by Rudyard Kipling, which is here printed in full, holds first place.—[Editor of Tobacco.]**

OPEN the old cigar-box, get me a Cuba stout,
For things are running crossways, and Maggie and I are out.
We quarrelled about Havanas—we fought o'er a good cheroot,
And I know she is exacting, and she says I am a brute.

Open the old cigar-box—let me consider a space;
In the soft blue veil of the vapor, musing on Maggie's face.
Maggie is pretty to look at—Maggie's a loving lass,
But the prettiest cheeks must wrinkle, the truest of loves must pass.

There's peace in a Larranaga, there's calm in a Henry Clay,
But the best cigar in an hour is finished and thrown away,—
Thrown away for another as perfect and ripe and brown,—
But I could not throw away Maggie for fear o' the talk o' the town!

Maggie my wife at fifty,—gray and dour and old,—
With never another Maggie to purchase for love or gold!
And the light of the Days that have Been, the dark of the Days that Are,
And Love's torch stinking and stale, like the butt of a dead cigar,—

The butt of a dead cigar you are bound to keep in your pocket,—
With never a new one to light tho' its charred and black to the socket.
Open the old cigar-box,—let me consider a while,—
Here is a mild Manila,—there is a wifely smile.

Which is the better portion,—bondage bought with a ring,
Or a harem of dusky beauties, fifty tied in a string?
Counsellors cunning and silent—comforters true and tried,
And never a one of the fifty to sneer at a rival bride.

Thought in the early morning, solace in time of woes,
Peace in the hush of the twilight, balm ere my eyelids close.
This will the fifty give me, asking nought in return,
With only a Suttee's passion—to do their duty and burn.

This will the fifty give me. When they are spent and dead,
Five times other fifties shall be my servants instead.
The furrows of far-off Java, the isles of the Spanish Main,
When they hear my harem is empty, will send me my brides again.

I will take no heed to their raiment, nor food for their mouths withal,
So long as the gulls are nesting, so long as the showers fall.
I will scent 'em with best vanilla, with tea will I temper their hides,
And the Moor and the Mormon shall envy, who read of the tale of my brides.

For Maggie has written a letter to give me my choice between
The wee little whimpering love and the great god Nick o' Teen.
And I have been servant of Love for barely a twelve-month clear.
But I have been Priest of Partagas a matter of seven year;

And the gloom of my bachelor days is flecked with the cheery light
Of stumps that I burned to Friendship and Pleasure and Work and Fight.
And I turn my eyes to the future that Maggie and I must prove,
But the only light on the marshes is the Will-o'-the Wisp of Love.

Will it see me safe through my journey, or leave me bogged in the mire?
Since a puff of tobacco can cloud it, shall I follow the fitful fire?
Open the old cigar-box,—let me consider anew,—
Old friends, and who is Maggie that I should abandon *you?*

A million surplus Maggies are willing to bear the yoke;
And a woman is only a woman, but a good cigar is a Smoke.
Light me another Cuba: I hold to my first-sworn vows,
If Maggie will have no rival, I'll have no Maggie for spouse.

RUDYARD KIPLING.

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## A BRIEF HISTORY OF TOBACCO

(*Continued from page 117.*)

industry, however, began with the passage of the McKinley tariff bill in 1890. That measure made a heavy increase in the duty on imported cigars, and marked a new era in the manufacture of clear Havana cigars in the United States. The city of Tampa, which hardly more than 20 years ago was a mere village on the Florida sand dunes, now a prosperous, and rapidly growing city, is the recognized seat of the clear Havana industry in the United States. Tampa made more cigars in 1905 than were produced in the city of Havana, and this year will probably exceed by several millions the cigar output of the entire island of Cuba.

The organization of the nucleus of the present tobacco trust in the United States took place in 1890. It was at first composed of a few of the largest manufacturers of cigarettes, who had a comparatively small incidental output of smoking tobacco. A number of manufacturers of smoking tobacco were later absorbed, and in 1898 the absorption of the manufacturers of plug tobacco began on a large scale. The trust entered the cigar business at first, in a comparatively small way, in 1901, and while it has never attained anything like the same success in this industry that it has in the manufacture of tobacco and cigarettes, it now operates a large number of cigar factories which are scattered throughout the country.

The first attempt to monopolize the cigar manufacturing business in Cuba were not made by the trust, but by an entirely separate concern, incorporated as the Havana Commercial Co., which acquired a large number of once famous factories in Havana and also invested heavily in tobacco-growing lands in the island. The venture did not prove as successful as anticipated, and after struggling along for several years, the concern was sold out to the trust, which had in the meantime gathered in several other factories in Havana. When these negotiations were finally completed, the trust was actually in control of between 80 and 90 per cent. of the cigar output of the city of Havana, and consternation prevailed in the ranks of the independent manufacturers. The independents soon rallied, however, and by giving painstaking attention to the quality of their output, they began to steadily reduce the disparity in volume between their own and that of the factories controlled by the trust, until to-day it is claimed that the figures have been almost reversed, with about 52 per cent. of the cigars exported from the port of Havana to all parts of the world made by the independent manufacturers, and not more than 48 per cent. turned out in the trust factories.

When the trust magnates believed that they had thoroughly entrenched themselves at home they set out to conquer foreign fields. They obtained a partial victory in England and some of its colonies, but elsewhere their efforts have been less successful. Even in England recent decisions of the courts have gone far to rob their triumph of its sweetness and seem likely to compel them to turn over millions of dollars to dealers whom they had promised large bonuses upon their signing contracts to become exclusive handlers of the goods of the trust.

After Canada, where the trust was early in the field, Japan was the next foreign country in which the American tobacco trust sought to secure a monopoly, and for a time it seemed as though it was going to be entirely successful there. It began by purchasing the immense cigarette plant of the Muriati Bros., and gradually seemed to dominate the trade of the Japanese Empire. Then came the Russo-Japanese War, and the exigencies of the Imperial finances made it necessary to establish a government tobacco monopoly as a basis of war loans, and after several years' occupation of the field the trust was compelled to retire from Japan.

Following its entry into Japan, the American trust entered England. It bought the great cigarette business of Ogden's, Limited, and then proceeded to expand on a gigantic scale. As an inducement to the British trade to handle its goods exclusively, Ogden's, Limited, agreed to distribute its entire profits for a period of five years, together with an additonal sum of $1,000,000 annually among dealers who signed its contracts, the money to be apportioned according to the amount of goods purchased by the different dealers. The inducement held out induced a considerable number of dealers to sign the contracts.

The "American invasion," as it was termed, at first caused consternation in the ranks of the British manufacturers, but when they had recovered from their first shock they rallied and a number of the leading concerns combined to form a rival trust under the style of the Imperial Tobacco Co. This colossal combination threatened to retaliate upon the Americans by entering the United States and establishing factories to wage war upon the American trust in its own field.

Before this threat could be carried into execution a compromise was effected, and the American trust got decidedly the best of the terms in the settlement which was reached. These were, in effect, that the American trust should leave Great Britain to the Imperial Tobacco Co., which in turn should leave North America and the West Indies to the American trust, while the two should become partners in a joint trust styled the British-American Tobacco Co., to seek to monopolize the tobacco trade through the rest of the world.

Where the "American invaders" secured a vast advantage, however, was that in turning over Ogden's, Limited, to the English trust, they not only received a certain cash payment, but in addition, a big block of stock in the Imperial Tobacco Co., several of the Americans being elected to the directorate of that combination. The dealers who had signed the exclusive contracts with Ogden's, Limited, were coolly informed that as that concern had gone out of business, there would be no more bonuses forthcoming. The dealers, to the number of about 4,500, refused to accept that statement as final, however. They set to work to obtain what they deemed a more equitable adjustment, incorporated under the style of the Ogden's Bonus As-

SALVADOR RODRIGUEZ




ANNEXED BRANDS.

Fine Havana Cigars

MANUFACTURED AT
Tampa, Florida. New York. Havana.

sociation, and raised funds to push their claims through the courts. The courts finally decided against the trust, holding that $7,500,000 for which Ogden's, Limited, was sold to the Imperial Tobacco Co. should be reckoned as profits. The claims of the dealers to a share of this sum, with the added $1,000,000 a year, are now in process of adjudication.

The American trust has sought to secure control of the French Regie at different times, and on one or two occasions it has seemed as though it was about to be successful, but each time the negotiations were broken off. An attempt was also made to get control of the trade in Germany, and one of the biggest cigarette plants in the Empire was purchased. This aroused bitter opposition on the part of the German people, and the trust has since made little headway in that country.

In Australia the combined American and English trust controls a large portion of the tobacco trade, but last year a parliamentary investigation was ordered, as a result of which it now seems probable that the tobacco trade will shortly be made a government monopoly in Australia.

In Canada the American trust operates under an incorporation known as the American Tobacco Co., and practically dominates the cigarette and tobacco business, although it has not yet sought to engage in the manufacture of cigars to any extent.

### WHERE PERIQUE TOBACCO COMES FROM.

Perique tobacco, although its strength and fragrance have devoted lovers all over the country, is peculiarly a Louisiana product. Strictly speaking, it belongs exclusively to Grand Point Ridge, and is grown on 600 or 700 acres of high land in St. James' Parish. Attempts have been made to plant the seed elsewhere, and while the seed works out to destiny and blossoms into full-grown plants, the connoisseur detects the absence of the aroma which is precious to the taste.

The crop is generally gathered about the latter part of June. The seed is planted in beds in December and January, reset about the 1st of March, and even after being gathered the tobacco is not ready for market until the May of the following year, as it takes months to cure the leaf properly.

Practically the entire Perique crop is consumed annually. The factories all over the country use it to make snuff, as the basis of chewing tobacco, and to flavor smoking tobacco mixtures.

The industry cannot be increased because of the limited land upon which it seems to thrive, and because of the peculiar method of curing, with which the Grand Point people alone are familiar. It is not a secret, for those who know willingly teach the process to those who come and live among them. It cannot be acquired, however, except by long training and experience.

## THE STORY OF A WINNER

**Ben Hur Brand of Cigars Before the Public Twenty Years, With Steadily Growing Sales.**

The Ben Hur brand made its initial appearance in 1886, and therefore celebrates its twentieth anniversary jointly with TOBACCO. For twenty years it has steadily increased in favor with the smoking public, adding to its laurels year by year, until to-day it stands conspicuously among the leaders of the popular five-cent brands. It was established and has been maintained on quality, and holds a splendid record as a repeater wherever it is sold.

Ben Hur, as everybody knows, is the brand of Gustav A. Moebs & Co., of Detroit—a house that has long since become a big factor in the field. The power back of the reputation of the concern, and the popularity of its goods is the Gustav A. Moebs—"Ben Hur" Moebs to the Detroit public—to whose experience, executive ability and fair and square policy is due the company's great success. Mr. Moebs is a post graduate of the various branches of the business. Born in Detroit in 1865, he received his education in that city, and after a brief experience elsewhere in business, entered his father's factory in Detroit and served an apprenticeship in all departments of the factory. He entered the employ of Joseph Birnberg, Miamisburg, O., 1883, and here gained his knowledge of growing, handling and packing tobacco, which increased his efficiency in the Detroit factory to which he later returned and in which he afterward became a partner. On the death of his father in 1883 he formed a copartnership with his brothers, which continued for five years, when the partnership was discontinued and Mr. Moebs started in business for himself. In 1901 he bought out the old cigar manufacturing establishment of Geo. Moebs & Co. and organized a stock company under the style of Gustav A. Moebs & Co., with a capital stock of $75,000. The company now has a surplus of $75,000 as well and occupies a commodious factory building at 646 to 664 Hastings street, where 400 people are employed. The factory has lately been augmented by an addition 40x60 feet on two floors and 40x40 feet on two additional floors. This addition is constructed of brick and is so well lighted that there is not a dark corner in the entire building. The packing room on the third floor has a capacity of 35,000,000 cigars a year and is said to be the lightest workroom of its kind in the world.

Mr. Moebs has never aspired to any political office and insists that he never will. He was once offered the position of jury commissioner, but declined. He pays his taxes and meets his obligations in man fashion and is generally regarded as a good citizen, an enterprising business man, a model husband and parent and a good fellow in all that the term implies. Mr. Moebs was married in 1892 to Miss Helena Reif, of Detroit, and has three sons.

### CHARLES LAMB AND TOBACCO.

Charles Lamb was a great smoker. One day when puffing vigorously at a long clay pipe in company with Dr. Parr, the latter asked him how he managed to acquire this "prodigious power." "By toiling after it, as some men toil after virtue," was the prompt reply. As he advanced in years, however, he was obliged to relax his intimacy with the weed, so that, to use his own words, he was "like a burnt out volcano emitting now and then only a casual puff."

M. Stachelberg & Co's Havana Cigars
EST. 1857.
COSTLIEST BECAUSE BEST

# The Canadian Tobacco Industry

Written for the Anniversary Number

By WM. T. GREGORY

In the southwestern Ontario Peninsula tobacco is the golden crown of a diversified agriculture.

On the limestone soil of the peculiar sub-carboniferous strata of the counties of Essex and Kent, the white burley leaf is grown to absolute perfection. The production of the weed in these two counties has increased 1,200 per cent in the past ten years, and now yields more dollars per acre to the Canadian farmer than all other crops combined.

Canada has the largest continuous field in the world —200 acres of tobacco in one patch.

Canada can boast of having made a single shipment of leaf tobacco of which it can be truly said that it was "The World's Greatest Tobacco Train." Its like had not been seen before. The train contained thirty-five cars, loaded with 1,211,241 pounds of leaf, valued at $150,000.



FIELD OF WHITE BURLEY TOBACCO IN ESSEX COUNTY, ONTARIO, CANADA.

Canada produces more pounds of leaf per acre and receives a higher price per pound than any other country in the world for a similar variety of leaf.

The system of advertising tobacco in Canada is the most unique, interesting, instructive and systematic ever devised by the human mind.

Leamington, Ont., is the centre of the growing district. Here are located the head offices and immense storage warehouses of The Empire Tobacco Co.'s leaf department. Granby, Quebec, is the chief manufacturing centre, where one can see one of the most completely equipped tobacco factories on the American continent, and one in which electricity is used as motive power, and the best brains and skill that capital can command are used in every department.

From the time when the memory of man runneth not to the contrary tobacco has been known and used in Canada. We all know that this seductive and soothing plant is indigenous to the Western Hemisphere. When Columbus discovered the New World, he also discovered the tobacco plant, the weed which is more humanizing than gold or silver and which carried in its juices that charming and seductive principle providentially prepared to comfort and cheer and to supply at last that elixir which mankind had always been craving, always seeking and never finding until it was attained in the discovery of America. Our great tribes of Indians were accustomed to take their after-dinner smoke of Canadian grown leaf thousands of years before the Pilgrim Fathers ever heard of the famous Plymouth Rock, and for this weed they entertained the greatest reverence, regarding it as a special benefaction bestowed upon them by the Great Spirit. They used it in the religious rites and also as the seal of a solemn obligation, swearing by it as our courts now require us to do by the Word of God. We quote a few words from an address by J. M. Estes, of Wisconsin: "Wilson, in 'Prehistoric Man,' says: In the belief of the ancient worshippers the Great Spirit smelled a sweet savor as the smoke of the sacred plant ascended to the heavens; and the homely implement of modern luxury was in their hands a sacred censer from which the hallowed vapor rose with as fitting propitiatory odors as that which perfumes the awful precincts of the cathedral altar, amid the mysteries of the church's high and holy days."

Tobacco has not always had a leading recognition in Canada as it had in "Ole Virginny," where from the earliest colonial times it was a staple product, and in the absence of money it became the legal currency of the country. With it merchandise was purchased, taxes paid, salaries settled and the stipends of the clergy discharged. In the year of grace 1720 a large shipment of leaf tobacco was made to England from the Colonies in exchange for which they received on the next vessel 90 young ladies of respectability who were to become the wives of the colonists. The shipment of tobacco was for the cost of transportation, which for the first shipment of girls was 120 pounds and afterwards 150 for each one. Thus were the first homes of the new nation secured by the legal tender—Colonial currency—tobacco. If we may believe history which is less than 300 years old, some of the Colonial dames and others of the American aristocracy, who boast of their ancestry, may do well to remember that far back in their geneaology there may be a maternal branch in the family tree that is the humble representative of 120 pounds of tobacco.

COMMENCEMENT OF CANADIAN TOBACCO AS A COMMERCIAL COMMODITY.

Thirty-seven miles southwest of the city of Detroit, Mich., lies the little town of Leamington, Ontario, where are located the head offices and warehouses of the Empire Tobacco Co.'s leaf department, and also the centre of the leaf tobacco belt of Ontario. Half a score of years ago (at the invitation of this company) the writer of this article left his home and business in North Carolina and came to Canada. The object of his company was to build a Canadian tobacco industry. At that time all of the tobacco used in Canada came from the Southern States. The Canadian product at that time was a coarse-grained, strongly flavored, rank, unpalatable leaf, known as old-fashioned "Thick Set." With a keen business foresight and realizing the vast field for improvement, the company imported Burley seed, made experiments and personally grew a crop of leaf tobacco. The result was eminently satisfactory. The leaf was prepared and shipped to their factory and made into chewing and smoking tobacco. Their brands became at once immensely popular and the demand was far in excess of the supply. The next season arrangements were made and instructions given to have a large number of the farmers commence growing the new kind of tobacco. They builded better than they knew and the success of the industry has been actually far in excess of what the originators anticipated. Year by year the crop has increased in both quality and quantity. In 1895 seven cars were required to ship the crop, while the 1905 crop required 435 *cars*.

The counties of Essex and Kent form a peninsula about 80 miles long and 30 miles wide. This (at present) constitutes the Ontario Tobacco Belt. The peculiar sub-carboniferous limestone soil in these counties is peculiarly adapted to the Burley leaf, and here it grows to absolute perfection. Delicately flavored and silky fibred and veined, yet 2,250 pounds are sometimes taken from one acre. The average yield of tobacco in the United States is 815 pounds per acre. In Ontario it is 1,325 pounds. The average price per pound in the United States is 7¾ cts. In Ontario for the past ten years it has been 9¼ cts. The cost of raising and marketing an acre of tobacco in North Carolina is $41.25, average yield 815 pounds, price realized 7¾ cts., or $63.16. Cost of raising and marketing an acre of tobacco in Ontario is $45, average yield 1,300 pounds, price realized 9¼ cents, or $120.25. Thus it appears that the net profit in North Carolina is $21.91 and in Ontario it is $75.25, or over three times as much.

THE WORLD'S LARGEST TOBACCO FIELD.

Near Walkerville, Ontario, one can see the model tobacco farm of Hiram Walker's Sons, which is managed by Mr. T. S. Biggar, a Wisconsin tobacco expert. Two hundred acres of tobacco are annually cultivated on the farm, and it is all in one field, under one enclosure. The average yield per acre here is 2,125 pounds. This is probably the most model and up-to-date tobacco farm in existence to-day. The mammoth curing sheds are scientifically constructed and conveniently located. The machinery used is the most modern that can be had. The system of fertilization is the most complete ever devised. The manure from the immense cattle barns (where 4,000 head are always feeding) is made into a liquid in a huge reservoir from which it is pumped by hydraulic pressure through a system of cast iron pipes (laid for this specific purpose) into the tobacco field. This whole farm is laid out like one immense flower garden and there is a time to do everything and everything is done in its time. Just now (March 20th) the immense plant beds are being put in shape to grow the millions of plants that will be needed to set the crop. As far as the eye can see there is a long white strip of grass sash that covers the hot beds, and an immense water tank stands near from which through another system of pipes the water is taken to every part of the plant beds. A private railroad enters the farm, from which supplies are unloaded, and when the leaf is ready it is loaded directly on the car.

The methods employed on this farm are "intensive"

(*Continued on page 124.*)

# PERFECTION
## in Seed & Havana Segars:

Smokecraft

MUSINA

Boldt's Specials

CHARTRAN

MARSHALL P. WILDER

A. L. & M. L. KAUFMANN. Makers. N. Y.

## THE CANADIAN TOBACCO INDUSTRY

(*Continued from page 122.*)

in the fullest meaning of the word. Near the farm is the immense "Canadian Club" distillery owned by the same firm, and in either place visitors are always welcome and will be treated with a hospitality that reminds one of the bygone days of the sunny Southland. These mammoth industrial enterprises stand as a living monument to the founder, the late Hiram Walker, and are a source of pleasure and profit to the firm as now constituted and a pride to the Canadian people.

### STATISTICS OF PRODUCTION AND CONSUMPTION OF LEAF IN CANADA.

The Inland revenue returns for the year ending June 30, 1905, show the following figures:

Total cigars sold (number), 186,110,777; increase (number), 5,625,575.

Total tobacco sold (pounds), 13,246,843; increase (pounds), 829,146.

Total cigarettes sold (number), 250,860,387; increase (number), 39,558,346.

Total leaf imported (pounds), 12,387,376; increase (pounds), 247,676.

Of the twelve million and odd pounds of leaf imported annually by Canada over eleven millions come from the United States. The balance comes from Cuba and other island possessions. In 1904 Canada took from Cuba 277,544 pounds, as against 634,233 the year previous.

As will be seen from the above figures, a matter worthy of special note is rapidly increasing cigarette business. The systematic manner of creating publicity should be given the credit for the great increase. The increase in manufactured chewing and smoking tobacco is about evenly divided between the black, green and pink stamped goods.

Montreal is the largest cigar manufacturing city, London comes second, Toronto third and Hamilton fourth. Granby makes more Canadian chewing tobacco than does the entire balance of the Dominion, manufacturing three-fourths of all this class of goods used in Canada.

Snuff is almost an unknown quantity in this country, and the small quantity consumed cuts no figure in the annual tobacco trade.

Canada, while not nearly so much so as England, can be almost called a nation of pipe smokers, but the plug smoking (upon which the user whittles as the corner loafer does a piece of goods box) is fast going out of style and its place is being filled by the convenient and inviting forms of cut tobaccos. The navy type of chewing is almost universally used and this is entirely the home grown product.

### REVENUE RECEIVED FROM THE TOBACCO BUSINESS.

The annual revenue which is turned into the Dominion till exceeds $5,250,000. There are a score or more of plug factories and hundreds of cigar factories. A sub-collector of inland revenue is always stationed at each factory and collects every day when the sun sets the amount due the government for the day's turn out. Every time a Canadian sits down to his evening meal of tea, toast and potatoes his government is $20,000 richer through tobacco. There are sub-divisions for collecting this revenue, extending from Halifax to Dawson City and from Winnipeg to Windsor.

### PECULIAR STAMP REGULATIONS.

In this matter Canada stands single handed and alone, unique and ridiculous among the nations of the earth in requiring different colored revenue stamps to be placed on different varieties of tobacco. If a caddie of chewing tobacco is manufactured from Canadian grown leaf, His Majesty King Edward the Seventh, by and with the advice and consent of the Parliament of Canada, has enacted that the excise stamp used thereon shall be green in color. If the inside or filler is of Canadian production and the outside or wrapper is imported, then the same power says the stamp shall be pink in color. If all of the raw material entering into a brand is foreign leaf and the goods made in Canada, then a black stamp is required. If brand is made elsewhere and imported into Canada then the stamp shall be blue. The same sovereign power has said that no tobacco factory in Canada which uses imported leaf shall be permitted to use one ounce of domestic tobacco. If a tobacco manufacturer who is now buying his raw material in a foreign country wishes to try the home-grown product and places his order for a sample carload, the mighty paw of the law is laid upon him and says you must go to the trouble and expense of equipping a separate factory before we will allow you to use one leaf of the product of your own country. No other country underneath the broad canopy of heaven has seen or felt the necessity of so stamping the product of the brain and brawn of their own citizens as to make the public have a feeling of suspicion regarding its use.

### KING EDWARD REIGNS BUT THE PEOPLE RULE.

As we have already seen in another part of this article, the Government of Canada, as nearly all other governments, is in a great measure supported by the princely returns from the tobacco business. Every postage stamp, every tobacco stamp, every manufacturer's license, every custom office, every public bill and document in Canada bears the imprint of monarchy, the royal insignia. No mail is carried, no tobacco factory turns a wheel, not one dollar of excise is collected unless the people of Canada sanction it.

Several years ago one of the largest tobacco manufacturers was threatened with having his license revoked unless he gave up his system of distribution. The Minister of Inland Revenue is now the sole judge of the trade methods used, and if he sees fit can revoke the license of any factory in Canada without a minute's notice. Parliament in Canada can take the shirt off a man's back if so doing is believed to be good public policy. Canada has no constitution, but in its place has what is called the British North America Act, which is sometimes called the Constitution.



MERIT ALONE SHOULD BE THE TEST.

The prejudice of the public at large in regard to the home-made and imported article in every line of business is bred in the bone. A large part of our population has come from foreign shores, some from the old countries of Europe to escape the oppression of monarchies, others from the great republic to the south of us. Thousands of families have sold their farms in the border states of Dakota, Minnesota, Montana and Nebraska for high prices and have taken up their residence in our great Northwest, where they have bought better lands at one-quarter of the price they got for their old ones. Naturally these people prefer the tobacco they have been educated to use. They think there is no tobacco like that "father used to make." When our Government says we must stamp every plug of tobacco, so even a child can tell where it came from, it means that the settler who has come from the States will continue to use American tobacco. We all know that the liking for tobacco is an acquired taste, and when one becomes accustomed to a brand, he thinks that particular brand best. We should put up our tobacco without mark or device, and say to every user of the weed on our soil, "You shall be your own judge"; "buy whatever brand suits you"; "judge by the merits of the goods and not by the color of the stamp." Our lawmaking body should say, "No longer will we point the finger of scorn at our own product"; "never again will we countenance a law that places a Canadian product at a disadvantage to a foreign article."

Despite this absurd law, the production of Canadian leaf, as shown elsewhere in this article, has increased 1,200 per cent in 10 years. Millions of dollars are now placed in the pockets of Canadian farmers that formerly went to enrich the growers of Virginia, Kentucky, North Carolina and other States.

METHODS EMPLOYED IN ADVERTISING.

Creating publicity for the various brands of cigars, cigarettes and other forms of tobacco in Canada is done on a scale never before equaled in the industrial arena. Special trains are run across the continent one-third of a mile long, loaded with leaf tobacco, each car carrying a huge banner upon which is portrayed the quality of some chewing brand of tobacco. In Toronto can be seen a mammoth electric sign that would dazzle the eyes of a New Yorker. This sign advertises cigarettes and covers a large part of the entire block. At Sherbrooke Fair last year, one enterprising firm had on exhibition a model "tobacco farm" and factory. Here one could see tobacco growing in the field, the methods of cultivation employed, see it being harvested, hung in the curing sheds, stripped and graded by the farmer, turned over to the leaf department, redried and packed in hogs-



A TOBACCO TEAM IN CANADA.

heads. And then it passed into the hands of the miniature factory where it was made into samples of chewing tobacco and distributed to the passing throng. In the very centre of Canada's greatest river and in the very heart of the dangerous and turbulent Lachine Rapids, has been placed a huge tobacco sign which was undoubtedly a daring and brilliant piece of work. It is near a huge projecting rock which serves to make the location the most interesting spot in the swift waters. Here the ship's passengers are impressed by this jagged projection and are fearful that the steamer will be surely swept into this ledge and a terrible catastrophe follow. Instead, under the guiding hand of the trusted old "Indian pilot" the steamer gently swerves to starboard and the seemingly great danger is passed without mishap.

In the city of Montreal the old-fashioned gas lamp posts are now crowned with glass cases (the exact representation of a package of the Dominion's most popular cigarettes) inside of which there is a hundred candle power electric light, which serves to help light the streets and at the same time advertises that particular brand of goods. The window dressing competition inaugurated by the same firm shows that the advertising department is presided over by a master mind. Tobacco has been advertised in Canada more uniquely, more systematically, and more interestingly and instructively than any other article of commerce on either side of the Atlantic Ocean in this or any other age. From the rock-ribbed Pacific to the storm-tossed Atlantic, from the frozen shores of the Hudson Bay to the line of the World's greatest republic, everywhere can be seen the hand of the painter and his brush, or of the bill poster or some other device advertising tobacco. Thousands of dollars are annually offered by one large firm in Canada as prizes to the growers for the best and most properly handled crops of leaf. This stimulates the production of quality and the fact is generally admitted that "the recollection of quality remains long after the price is forgotten."

RELATION OF BUYER TO SELLER.

Here each the buyer and the seller of leaf tobacco realizes the fact that their interests are mutual. Neither can prosper without the assistance of the other. There is no dissatisfaction or feeling of unrest among the growers, who work with perfect harmony with the manufacturers in upbuilding this industry which is destined to carry them as far in the way of happiness and independence as the farmer working in the fullest wisdom and richest field can carry any people. The buyer's desire is to have the grower raise a good crop for the reason that there is always demand for a first-class article, and toward that aim he gives the grower the benefit of his experience.

HISTORY OF THE WORLD'S GREATEST TOBACCO TRAIN.

It consisted of 35 cars. Car capacity 40,000 pounds. Number pounds leaf in shipment 1,211,241. Value

(*Continued on page 126.*)


# Only Tampa Made Clear Havana Cigarros

Havana Chicos, Packages of Ten, Retailing at 25 Cents.




Cigarros Chicos, Packages of Five, Retailing at 15 cents.

Also CIGARROS GRANDES, Retailing at 5 Cents Each.

M. FERNANDEZ COMPANY, Factory No. 44, Tampa, Fla.

WHEN WRITING IN REPLY TO THIS ADVERTISEMENT, PLEASE MENTION "TOBACCO."

## THE CANADIAN TOBACCO INDUSTRY

(*Continued from page* 125.)

$150,000. Train ran from Leamington, Ontario, to Granby, Quebec, a distance of 624 miles, in 17 hours. Length of train one-third of one mile. Coal consumed on trip 45 tons. Tonnage of train 1,000 tons. Leaf grown by 400 growers. Freight charges $4,966.08. Number of wagon loads in train 400. Number bales of leaf in train 24,341. Number of hands of leaf in the train 3,633,720. Leaves of leaf in the train 52,418,921. Distance they would reach if placed end to end 21,960 miles. If leaves were spread out they would cover 1,800 acres. Largest shipment of loose leaf ever made in the world. Train seen by 25,000 people. If the bales were placed end to end on top of each other they would reach the enormous height of 73,021 feet; two and one-half times as high as Mt. Everest, the highest mountain peak in the world; 140 times as high as the Pyramid of Cheops, and 73 times as high as the Eifel Tower at Paris.

THE GARDEN SPOT OF CANADA.

Essex County can truly be called the garden spot of Canada, for here every farmer eats bread from his own field and meat from his own pasture. Disturbed by no creditor and enslaved by no debt, he sits amid his teeming gardens and orchards and vineyards and dairies and barnyards, planting his crops in his own wisdom, growing them in independence, making tobacco his clean surplus—his money crop—and selling in his own time, in his home market, getting his pay in gold and not in a receipted mortgage which discharges the obligation, but restores not his freedom. It is indeed very fortunate that our Canadian growers have profited by the experience of others and accept as truth the statement that no one crop can make a nation great. Whenever the greed for a money crop overbalances the wisdom of husbandry, then the money crop is a curse. Wherever tobacco holds a monopoly under conditions that make other crops impossible, its dominion is despotism. In an unprosperous North Carolina county, where the buildings are rottening down, fences gone, wood all burnt up on plant beds, soil depleted of all elements of plant food, every "nigger" you see has a peck of corn meal on his head which he has bought and not raised. When asked the cause of their poverty they say—"Tobacco, for it is our only crop." In Essex County, Ont. (the richest by the census of all King Edward's dominions), when asked the cause of their great prosperity, they say: "Tobacco, for it is the golden crown of a diversified agriculture." The soil here that produces the finest burley leaf in America invites the grains and the grasses, the orchard and the vine. Clover, corn, wheat and barley thrive in the same enclosure. This is the most southerly point of British North America and here herds and flocks graze in the fields and meadows eight months in every year. Here spring and autumn meet in summer's heart.

## TOBACCO TRADE IN GREAT BRITAIN

**Interesting Story and Up-to-Date Statistics of the Sale of the Weed in England.**

(*Written Especially for the Anniversary Number.*)

LONDON, England, April 30, 1906.

Amongst the many good things of this life which England and the rest of the world owe to America, the greatest and most beneficent is undoubtedly the "divine herbe." Starting in the West and in the 16th century, the triumphant progress of the Goddess Nicotina has placed round our little orb a girdle of devotees burning continuous incense at her shrine. Although the tobacco plant was introduced into Europe in 1558 by Francisco Fernandes, a physician at the Court of Spain, the habit of smoking tobacco was initiated and spread through Europe by English example. The implements and materials of tobacco smoking were first brought to England in 1586, by Ralph Lane, the first Governor of Virginia, and Sir Francis Drake, who handed them over to Sir Walter Raleigh. Lane is credited with having been the first English smoker, but it was owing to influence and example of the illustrious Raleigh, who soothed his last moments, prior to ascending the scaffold, by a recourse to the weed, that the habit became rooted amongst the courtiers and gallants of Queen Elizabeth's time, and gradually spread, in face of the subsequent opposition of statesmen and priests, penal enactments of the most severe description, and the famous "Counterblaste" of James I., not only throughout England but all over Europe, whilst the manufacture of tobacco, and afterwards of snuff, became an important British industry.

TOBACCO'S EARLY DAYS.

The principal ports through which tobacco came into the United Kingdom were Bristol, Liverpool and Glasgow, and the "tobacco lords" of those days still hold a place in the folk-lore of the cities in which they flourished. The manufacture of the leaf into smoking tobacco was also, to a large extent, concentrated in these three cities, whilst the clay pipes which formed the chief implements by means of which tobacco was consumed were principally manufactured at Broseley, Salop, evidence still existing of pipes of this manufacture bearing dates from the latter half of the 16th century and onward. As evidence of the gradual spread of the habit of smoking throughout the United Kingdom, there exist the records of various firms going back one and even two centuries, whilst further back still, stands out the fact that the Pipemakers' Company was founded in London as long ago as 1619.

To follow in detail the history of tobacco manufacture and consumption in this country since its inception, more than three centuries ago, would absorb far more than the 150 pages of which the Anniversary Number of TOBACCO is to consist. Enough to say that pipe-smoking and snuff-taking gradually became fixed habits in the Englishman's daily life, and although that form of consuming the weed which relies upon the adventitious aid of the pipe has been seriously assailed, in later years, by the cigar and the cigarette, there can be no questioning the fact that the pipe still reigns supreme over the hearts and tastes of the large majority of British smokers.

(*Continued on page* 128.)


# LITTLE TALKS TO THE TRADE




PICTURES sometimes talk louder and more eloquently than words. ¶ Here is a picture that tells you something about the attractiveness of our EL SYMPHONIE SMOKERS. ¶ Of course, this is only a part of the story. ¶ The real point for the wide-awake dealer, is the manner in which EL SYMPHONIE SMOKERS SATISFY CUSTOMERS and BUILD UP BUSINESS. ¶ It is a point that many shrewd dealers have already demonstrated, greatly to their own, as well as to our, satisfaction.

E. A. KLINE & CO.

OFFICE: 801-803 THIRD AVE., NEW YORK

FACTORIES IN NEW YORK TAMPA HAVANA

THE

# "BRUNHOFF"

## Pelican Cigar Cutters

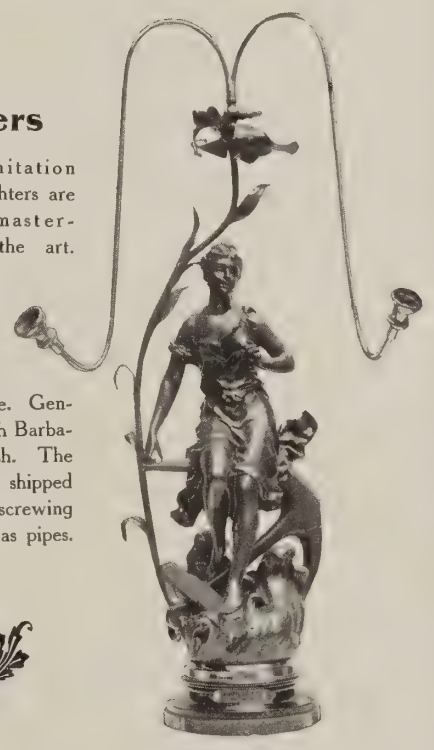
are famed for style, strength, durability and great ease in cutting. Will not break Cigars. We have hundreds of good, snappy and sensible designs in all kinds of Cigar Cutters, Lighters, Box Openers, Change Trays, Ash Trays, Electric Lighters, etc., etc. The perforated globes on our metal globes show the illuminated advertisement in colors on all four sides. They are stylish and avoid breakage.






## Gas Cigar Lighters

These imitation bronze lighters are imported masterpieces of the art. They are worthy to adorn the finest store, yet reasonble in price. Genuine French Barbadienne finish. The lighters are shipped ready for screwing on to the gas pipes.



Height 34 inches.
Net price $25.00.

Height 32 inches.
Net price $30.00.




As recently announced, we have purchased from the ERIE SPECIALTY CO., OF ERIE, PA., their business, patents, patterns and tools pertaining to the manufacture of specialties for the cigar and tobacco trade. This Walker "Diamond" Cigar Cutter is very attractive and popular. We guarantee perfect satisfaction and solicit your orders.

If you desire to use advertising matter that is appreciated, the useful, necessary, conspicuous, in fact the very best kind, address

**The Brunhoff Mfg. Co.**

**CINCINNATI, OHIO**



MANUEL LOPEZ

# THE MAN THAT MAKES THE CIGARS

MANUEL LOPEZ & CO.

4-6 PLATT STREET NEW YORK

## TOBACCO TRADE IN GREAT BRITAIN

(*Continued from page 126.*)

TABLE OF CONSUMPTION.

The following table shows the consumption of tobacco in the United Kingdom during the year ending with the last day of February, 1906:

| | | |
|---|---|---|
| Total unmanufactured | 87,511,148 | lbs. |
| Manufactured—Cigars | 1,731,374 | " |
| Cavendish and Negrohead | 109,262 | " |
| Other Manufactured Tobaccos—Cigarettes | 299,497 | " |
| Other Sorts and Snuff | 27,897 | " |
| British Cavendish manufact'd in Bond. | 232,082 | " |
| Total manufactured | 89,919,762 | " |

This gives an annual consumption of about 1½ pounds per head of the population, considerably less than other European countries, the United States or Canada.

CLASSIFICATION OF THE TRADE.

The tobacco trade over here has gradually developed into a system in which the wholesale distributor—"jobber" would, I believe, be the term in the States—plays a very important part. The larger and more enterprising retailers, it is true, purchase their supplies direct from the manufacturers and importers, but by far the larger proportion of retailers are well able to satisfy their wants through the intermediary of the "jobber," and there is no town of any size throughout the length and breadth of the United Kingdom which is not equipped with an adequate supply of wholesale firms. The largest wholesale concerns—so much larger than the rest as to merit separate mention—are the Tobacconists' Supply Syndicate, of London, known as the "T. S. S." (the proprietary of which comprises five prosperous retailers), and Singleton & Cole, Ltd., of Birmingham and various other centres.

TOBACCO LICENSES.

The license which tobacco and snuff dealers have to pay in the United Kingdom is 5s. 3d. per annum. There are 367,772 holders of this license, but these are not solely tobacconists, the same license being issued to publicans, who sell tobacco or cigars. Quite 200,000 holders of the tobacco dealer's license, however, are tobacconists pure and simple.

Tobacco and snuff manufacturers are licensed as follows:

| | | | | |
|---|---|---|---|---|
| If the unmanufactured tobacco received in the year ended 5th July does not exceed 20,000 lbs. | £5 | 5s. | 0d. | per an. |
| Exceeds 20,000 lbs. and does not exceed 40,000 lbs. | 10 | 10 | 0 | " " |
| Exceeds 40,000 lbs. and does not exceed 60,000 lbs. | 15 | 15 | 0 | " " |
| Exceeds 60,000 lbs. and does not exceed 80,000 lbs. | 21 | 0 | 0 | " " |
| Exceeds 80,000 lbs. and does not exceed 100,000 lbs. | 26 | 5 | 0 | " " |
| Exceeds 100,000 lbs. | 31 | 10 | 0 | " " |

Altogether there are 441 licensed tobacco manufacturers in the United Kingdom, these including cigar and cigarette as well as tobacco manufacturers.

ADVENT OF THE PACKET.

The industry of tobacco manufacture has passed through innumerable vicissitudes and changes during its career, but no development has wrought such a widespread difference in its nature and surroundings as the introduction of that *bete noir* of the modern tobacconist, the proprietary packet. In the olden days, as late even as 30 or 40 years ago, the packet was an unknown factor in the tobacco trade. The trade consisted entirely of "loose" goods, comprising mainly light and dark shag, birdseye and returns, which were sold entirely out of jars across the counter, just as twist was cut from the roll. The rush of custom on market-days and wage-nights probably inpsired the custom of putting up tobacco in screws and half-ounce and ounce packets, a custom which was speedily seized upin by some of the larger manufacturers as the *raison d'etre* for the existence of the proprietary packet, which has brought about such a revolution in the tobacco trade and has made the occupation of the tobacconist in this country little more than a mechanical existence, requiring no greater knowledge of tobacco than is contained in an acquaintance with those packet lines which sell best.

SINGLE AND MULTIPLE SHOPS.

The sale of loose tobaccos, although by far the most profitable side of the tobacconist's business, has for many years past suffered from an almost studied neglect, and probably because of the ease with which packet tobaccos are handled, the latter form the principal feature in window dressings at shops of both high grade and low. At the same time, this much may be said for the single-shop tobacconist, that the advent of the multiple-shop concerns, with their windows elaborately dressed with bright packages innumerable, has in a measure forced the hand of the tobacconist and compelled him to resort to similar styles of window equipment in sheer self-defense. Of these multiple-shop concerns the largest and most prominent is Salmon & Gluckstein, Ltd., with 140 shops in London and the provinces, next in order coming A. Baker & Co., Ltd., with 44 shops and 31 railway station stands, and various minor provincial concerns. The first mentioned, familiarly known as "S. & G.'s," is in the control of the Imperial Tobacco Company, which guarantees to the retail company's shareholders a 10 per cent. dividend on their capital.

THE TRUST OCTOPUS.

Mention of this vast concern has brought me by a natural stage to the epoch-making times of 1901-1902, when the great American Trust octopus sought to fasten some of its far-spreading tentacles upon the vitals of the British tobacco trade. How far it succeeded is less a matter of history than of supposition, for when that final weapon of opposing trusts and combines—the merger—is brought into action, it is usually only the actual contracting parties who have anything like an actual knowledge of the terms upon which the merger has been arranged. However, to deal with the period in proper and chronological order, we must revert to the time previous to 1901, when Trust tobaccos and cigarettes, chiefly the latter, had for years been making a steady and persistent attack upon the English market. The progress effected was

Clear Havana Cigars
THAT SELL




V. Mancebo, Muina y Ca.
113 MAIDEN LANE NEW YORK




MARCELINO PEREZ & CO.
Manufacturers of
Clear Havana Cigars Exclusively
116-118 PEARL ST., NEW YORK

somewhat slow, too slow, undoubtedly, for Mr. Duke's taste, and English manufacturers were but little surprised when, in 1901, after fruitless attempts had been made to purchase other prominent manufacturing concerns of this country, the Trust took the bold step of acquiring the business of Ogdens, Ltd., of Liverpool, which was generally regarded in the trade as the most progressive of English houses.

With a "local habitation and a name" thus secured, the Trust at once set out to "capture the English trade," but, in the first blush of its newly acquired British connection, it met with a serious check. The British manufacturer "got his back up" at this fresh instance of American aggression, and a practical result of that essentially British proceeding was immediately, early in 1902, seen in the formation, with a capital approaching £20,000,000, of The Imperial Tobacco Company (of Great Britain and Ireland), Limited—a combination, "for defensive purposes," of thirteen of the oldest and largest concerns in this country. The amalgamated firms comprised were those of W. D. & H. O. Wills, Bristol; Edwards, Ringer & Bigg, Bristol; Franklyn, Davey & Co., Bristol; Lambert & Butler, London; Adkin & Sons, London; John Player & Sons, Nottingham; Hignett Bros. & Co., Liverpool; Hignett's Tobacco Co., Liverpool; Richmond Cavendish Co., Liverpool; W. Clarke & Sons, Liverpool; Stephen Mitchell & Sons, Glasgow; D. & J. Macdonald, Glasgow, and J. & F. Smith, Glasgow.

To these were shortly afterwards added the firms of W. A. & A. C. Churchman, Ipswich; W. & F. Faulkner, London; W. T. Davies & Sons, Chester; W. Williams & Co., Chester, and Mardon, Sons & Hall, Bristol. The last named firm was a large printing and stationery concern which controlled a considerable portion of that class of work in the tobacco trade.

### THE BONUS AS A WEAPON.

Active operations between the two great opposing factions were not commenced until the spring of the same year, when the Imperial Tobacco Company made the first move by offering the distributing trade a bonus of £50,000 for the first half year, and a percentage upon its profits for five years. This was immediately followed by a counter-stroke from Ogden's, Ltd. (the Trust) making the amazing offer of their entire net profits for four years and an additional sum of £200,000 per annum for a like period. In each case, the offer was conditional upon the exclusion of the opposing company's goods from all outward display in the shops of the signatories. Each company numbered its adherents by many thousands, and it is confidently believed by many people usually "in the know" that large numbers of tobacconists *signed both agreements.* The "battle of the Titans," as the engagement between the American Trust and the English Combine was called at the time, lasted but eight short months, and then terminated ingloriously in the usual "merger," an arrangement by which England was reserved for the English, America for the Americans, and the rest of the world pooled by the two interests under the name and style of the British-American Tobacco Company. Mr. Duke, however, secured three seats on the Imperial Tobacco Company's board of directors, so that, although he failed to capture the English tobacco trade, he managed to secure a foothold in it.

### THE COMBINE AND THE INDEPENDENTS.

Having now succeeded in the object for which it was formed, the Imperial Tobacco Company found itself in practical control of the entire trade of the country. Independent resistance was almost *nil,* and old and respected manufacturing houses succumbed one after the other to stress of circumstances, and either sold out of the business or retired altogether from the field. Over forty well-known manufacturing firms have given up the ghost since the formation of the Imperial, and several others have been absorbed by independent firms, which, after their first period of inaction, have fought gallantly to maintain and enhance their position in the trade. The principal independent tobacco manufacturing firms are those of Taddy & Co., R. & J. Hill, Ltd.; B. Morris & Sons, Ltd.; Gallaher, Ltd.; T. P. & R. Goodbody; Godfrey Phillips & Sons; Cohen, Weenen & Co.; W. J. Harris & Son; The Ardath Tobacco Company, and Cope Bros. & Co. Of these, the first named holds the premier position. It has never taken up an aggressive position, but has just pursued the even tenor of its way, and has ably maintained its old standing by sheer weight of quality of goods and well-established reputation. Gallaher, Ltd., continues to forge ahead, and of this concern it may be truthfully said that it has been the only firm that has really in any way pitted its strength against that of the Imperial. Moreover, it does not appear to have come off second best in the struggle. The remaining houses mentioned are manifesting a sound and healthy development, and their affairs are administered upon thoroughly progressive lines. In the meantime, the Imperial Tobacco Company has made rapid progress, and has increased its profits annually, those of 1905 amounting to the enormous total of nearly a million and a quarter sterling ($6,250,000).

### TOBACCO DUTIES.

The following are the Import Duties on tobacco in its various forms:

| | | | | |
|---|---|---|---|---|
| Tobacco, Manufactured, viz.— | | | | |
| Cigars | £0 | 0s. | 0d. | per lb. |
| Cavendish or Negrohead | 0 | 4 | 4 | " " |
| Cavendish or Negrohead, Manufactured in Bond | 0 | 3 | 10 | " " |
| Other Manufactured Tobacco, viz.— | | | | |
| Cigarettes | 0 | 4 | 10 | " " |
| Other sorts | 0 | 3 | 10 | " " |
| Snuff containing more than 13 lbs. of moisture in every 100 lbs. weight thereof | 0 | 3 | 7 | " " |
| Snuff not containing more than 13 lbs. of moisture in every 100 lbs. weight thereof | 0 | 4 | 4 | " " |
| Tobacco, Unmanufactured, if Stripped or Stemmed:— | | | | |
| Containing 10 lbs. or more of | | | | |

(*Continued on page* 130.)

MANUEL SUAREZ Y CA.
Commission Merchants
HAVANA
TOBACCO
Amistad 95, Havana, Cuba
New York
MENDELSOHN, BORNEMANN & CO.
196 Water Street
We bought for American manufacturers during the year 1905
19,233 BALES

RICARDO GONZALEZ M. CARAS
R. Gonzalez & Caras
IMPORTERS OF
Havana
LEAF
Tobacco
136 Water Street NEW YORK
San Miguel 120 HAVANA

## TOBACCO TRADE IN GREAT BRITAIN

(*Continued from page 129.*)

moisture in every 100 lbs. weight thereof ..... 0 3 3 " "

Containing less than 10 lbs. of moisture in every 100 lbs. weight thereof ..... 0 3 7 " "

Rebate of 1½d. the lb. allowed in respect of Stripped Tobacco on which the increased duty was paid on or after 19th July, 1904, and which is shown to have been deposited in bonded warehouses before, or to have been in importing vessels consigned to the United Kingdom on 20th April, 1904.

Tobacco, Unmanufactured, if Unstripped or Unstemmed:—

Containing 10 lbs. or more of moisture in every 100 lbs. weight thereof ..... 0 3 0 " "

Containing less than 10 lbs. of moisture in every 100 lbs. weight thereof ..... 0 3 4 " "

*Note.*—The minimum weight of packages of Tobacco allowed to be imported into the United Kingdom is 80 lbs. gross. Packages of Tobacco must contain Tobacco only, and under Tobacco are included Cigars, Cigarillos, Cigarettes, and Snuff.

*Customs Drawbacks*—

Tobacco upon which the Duties of Customs on importation have been paid:—

(1.) Tobacco manufactured in Great Britain or Ireland, on being, by any licensed manufacturer, exported as merchandise, or deposited in any bonded warehouse to be used as ships' stores, or exported by parcel post:—

| | | | | | |
|---|---|---|---|---|---|
| Cigars | 0 | 3 | 7 | " | " |
| Cigarettes | 0 | 3 | 5 | " | " |
| Cut, Roll, Cake, or other manufactured Tobacco | 0 | 3 | 5 | " | " |
| Snuff (not being offal Snuff) | 0 | 3 | 3 | " | " |

(2.) Shorts, stalks, or other refuse of Tobacco, including offal Snuff, on being, by any licensed manufacturer, exported as merchandise, or deposited for abandonment in an approved King's Warehouse, or in a bonded warehouse approved for the manufacture of sheep-wash, etc..... 0 3 1 " "

### TOBACCO CULTURE.

In order to protect the revenue derived from duty on imported tobacco, the culture of the plant is prohibited in Great Britain, although various successful experiments, duly authorized, in the southern counties of England, have shown that tobacco could be grown with some measure of success were its cultivation made legal. In Ireland, however, there has been a development in favor of allowing tobacco culture to undergo an experimental trial, and three years ago it was decided by the authorities that a rebate of one-third of the duty should be granted to tobacco grown in the "distressful country" during a period of five years, since extended to ten. So far, the experiment has been attended by a fair amount of success, and it is considered by enthusiasts to be quite within the realms of possibility that Ireland should recover her lost agricultural standing by means of tobacco culture. This is, perhaps, quite within the general fitness of things, for it is said that tobacco was grown in Ireland before almost any other place in Europe, Sir Walter Raleigh having planted it in his garden at Youghal, where he also first planted potatoes.

The "domestic" cigar, as you would term it, the British cigar, as we understand it, is a somewhat despised article, but to a large extent, undeservedly so. There are several British cigar-manufacturing firms of prominence whose productions are of very fine quality, comparing very favorably—setting aside the difference in moisture—with American-made cigars. Amongst these houses may be mentioned those of R. I. Dexter & Sons, Nottingham; J. R. Freeman & Sons, London; I. L. Van Gelder, London; The Havana Cigar Manufacturing Co., Congleton; Sydney Pullinger, Birmingham; Edmund Alton, Nottingham, and Goodman & Harris, Leicester, and in addition to these, nearly all the principal tobacco manufacturing concerns are also cigar houses, and turn out excellent goods, whilst all of them, both independent and Imperial, produce cigarettes, chiefly Virginia, in large quantities. There are very few specially large cigarette houses that are exclusively such, the combination of tobacco and cigarette manufacture being almost invariably present in the operations of all the large concerns, but there are cigarette concerns of very high standing, and some of them of considerable size, which yield place to none in quality. Amongst these are the firms of Muratti, Sons & Co.; B. Kriegsfeld & Co.; Teofani & Co. (the principal of which, Mr. P. Teofani, is president of the United Kingdom Cigarette Manufacturers' Association); Abdulla, Ltd.; Sandorides & Co., R. Lockyer & Co., Millhoff & Co., H. L. Savory & Co., Marcovitch & Co.; Litsica, Marx & Co.; The St. Petersburg Cigarette Co., and Major Drapkin & Co. Several important Egyptian brands meet with a large sale, notably Nestor Gianaclis, Dimitrino, and Vafiadis.

### HAVANA CIGAR IMPORTATION.

The Havana cigar trade underwent very drastic changes when the Imperial Tobacco Company and its sister concern, the American Tobacco Company, obtained such a large hold upon the Havana industry, and one of the first developments resulting from the absorption or amalgamation of the larger proportion of the leading Havana brands took shape in the formation on this side of a huge distributing concern which, under the name of W. Klingenstein & Co., Ltd., claimed to have and to hold 75 per cent. of the Havana cigar importing trade of this country. Its earliest effort as a company was upon well-established Trust lines, insisting upon the signature by dealers


# BLUE NILE




*Recognized by Connoisseurs as the best 25c. cigarette on the market.*

*WRITE FOR SAMPLES TO*

*A. N. BARSON & CO.*

*40 West Street, New York*

We have 2000 different designed Cigar Bands in stock. They are assorted in packages of various sizes.

Patent Brass Backs with rings for finishing decorative glass bowls.



All Material for Havana Mosaic.

Advertising Novelties for the Cigar Trade.

THE P. L. NOVELTY CO.

113 EAST 14th STREET NEW YORK

of an agreement establishing 75 per cent. as the minimum proportion of their business which should consist of Trust brands. Some firms signed this agreement, but many refused, and the outcome of this endeavor to corner the Havana trade of the country has been a relaxation of the original rigid terms of trading and a freer hand for the importers. Some of the latter, however, refuse absolutely to stock Trust goods, and this line of action, adopted by leading firms, has doubtless been no inconsiderable factor in the popularization of independent Havana brands in this country.

## THE KEY WEST CIGAR INDUSTRY

**The Cigar Industry—Its Earliest History and Subsequent Growth to Its Present Dimensions.**

(*Written Especially for the Anniversary Number.*)

For the manufacture of Havana cigars, Key West has no equal in the United States, and is a very close second to Havana, the distance between the two places being but 80 miles, with equal temperatures, humidity, etc., and, without any apologies for speaking of the weather, which is everything in the manufacture of clear Havana cigars, I will state that the lowest temperature ever recorded here was 41 degrees, on Dec. 25, 1868—a very cold Christmas—and the highest 95 degrees—a very rare occurrence in midsummer.

From the earliest statistics available (as far back as 1831-35) the imports at the custom house were somewhat of a see-saw nature, the even years showing double the odd years, the highest being 108,778. In the first-named year, an advertisement in the Key West *Gazette* announced the establishment of a cigar factory by W. H. Wall, who employed 50 operatives, and exported his cigars. In 1837-38 Estava & Williams also operated a factory with 16 men, and Odet Phillippe & Shubael Brown, with 6 men, all of whom exported their goods, although shipping facilities were irregular and uncertain at that time. In 1834, and for a long time afterwards, Arnau Brothers manufactured cigars, but only for domestic trade.

As but little of the foregoing imports ($108,778) were tobacco, I will skip over the intervening years—almost half a century—to 1876, when the cigar industry secured a good and permanent foothold in Key West. At that time (1876) there were 29 factories, giving employment to about 2,500 persons all told, the




FACTORY OF THE MARTINEZ HAVANA CO.

daily average output being estimated at 175,000, or 60,000,000 annually. The amount disbursed by these 29 factories, for labor alone, aggregated $1,000,000. "La Rosa Espanola," owned by Messrs. Seidenberg & Co., employed 600 hands; the "Principe de Gales," V. Martinez Ybor, 400; "Club de Yate" (Yacht Club), McFall & Lawson, 100. These were the leading factories, importing the best quality of Havana tobacco, and employing skilled Cuban workmen.

The foreign merchandise imported into the custom house for the fiscal year 1875, and warehoused, the greater part of which can be safely put down as tobacco, was valued at $575,708.25, and the estimated duties $215,418.24. For internal revenue taxes there was paid:

| Fiscal Year. | |
|---|---|
| 1872 | $75,800.00 |
| 1873 | 100,543.59 |
| 1874 | 110,165.32 |
| 1875 | 164,870.48 |
| 1876 | 192,035.80 |

Unfortunately the records for the succeeding years are inaccessible, owing to the many changes in the office of Deputy Collector, until the following:

| | |
|---|---|
| 1899 | $169,194.77 |
| 1900 | 181,453.36 |
| 1901 | 197,239.82 |
| 1902 | 168,674.43 |
| 1903 | 168,696.85 |
| 1904 | 177,906.18 |
| 1905 | 215,392.94 |
| 1906 (to March) | 144,752.62 |

The withdrawals of leaf tobacco from bond for the past nine years were as follows:

| Fiscal Year. | Bales. |
|---|---|
| 1897 | 13,575* |
| 1898 | 5,017† |
| 1899 | 7,216 |
| 1900 | 8,687 |
| 1901 | 8,133 |
| 1902 | 9,246 |
| 1903 | 9,074 |
| 1904 | 11,964 |
| 1905 | 12,376 |

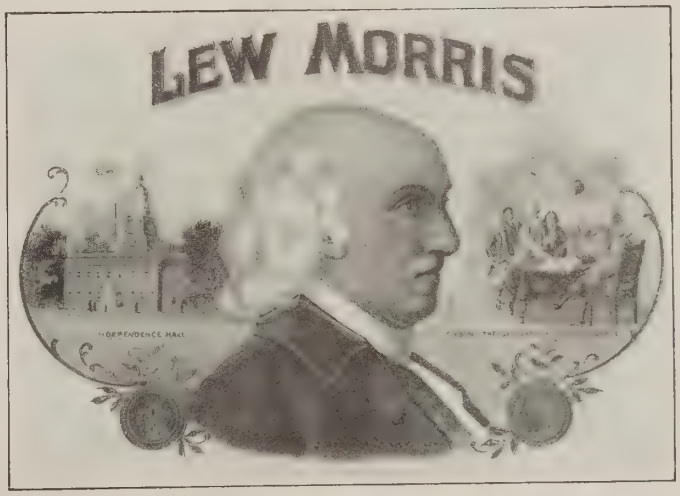
*Before the war with Spain and in anticipation of the passage of the Dingley bill.

†For the first three months of the calendar year, before hostilities began, and in anticipation of the Dingley bill.

(*Continued on page 132.*)

140 CENTRE STREET, CITY
GEORGE SCHLEGEL
NEW YORK
PHILADELPHIA CHICAGO
CIGAR LABELS
ARTISTIC LABEL DESIGNS ETC.
FOR HAVANA AND DOMESTIC
CIGAR MANUFACTURERS
BOX TRIMMINGS
FLAPS
BANDS
ETC.
ADVERTISING
SPECIALIST
FOR
CIGAR
MFRS.

An Interesting Proposition to Jobbers




Write for particulars

G. H. SACHS
MAKER OF
FINE CIGARS
245 N. CONCORD STREET, LANCASTER, PA.

## THE KEY WEST CIGAR INDUSTRY

(*Continued from page 131.*)

TOBACCO IMPORTED FROM CUBA.

| Year. | Value. | Estimated Duties. |
|---|---|---|
| 1900 | $502,812 | $349,844.80 |
| 1901 | 389,130 | 330,825.45 |
| 1902 | 408,902 | 358,978.35 |
| 1903 | 423,762 | 380,614.90 |
| 1904 | 553,536 | 356,800.12 |
| 1905 | 618,102 | 409,200.24 |

LIST OF CIGAR FACTORIES LICENSED TO OPERATE IN KEY WEST—REVISED TO APRIL 1, 1906.

| Name. | Factory No. |
|---|---|
| Alvarez & Co., Juan | 190 |
| Alfonso, Blanche | 208 |
| Armas de Oro Cigar Factory | 413 |
| Arnao, Abelardo | 34 |
| Avalo, Angel | 320 |
| Baccaise, Rudolph C. | 78 |
| Badia, Domingo | 98 |
| Baez & Bro., Anselmo | 335 |
| Castillo, Jose Perez del | 164 |
| Carbonell, Felipe | 29 |
| Carrero, Amado | 207 |
| Castro & Co., M. J. | 226 |
| Cobo, Ignacio | 197 |
| Connor, James D. | 139 |
| Co-operative Cigar Co. | 150 |
| Correno y Ca., Celestino | — |
| Corsico, El | 92 |
| Cortez Cigar Co. | 144 |
| Cremata, Carlos | 146 |
| Cruz, Manuel | 373 |
| Cruz, Tony | 239 |
| Crusoe, Edwin E. | 84 |
| Crusoe, Regina | 30 |
| Dolman, Luis V. | 196 |
| Esberg, Gunst & Co. | 121 |
| Fleitas, S. & F. | 234 |
| Gans Bros. | 261 |
| Gato, E. H. | 13 |
| Gato Cigar Co., E. H. | 38 |
| Gato Cigar Co., E. H. | 225 |
| Gallo, Vicente | 317 |
| Gonzales, Benito | 188 |
| Gonzalez, Francisco R. | 237 |
| Granado Cigar Co. | 286 |
| Guito, Francisco B. | 260 |
| Gwynn, Martin & Strauss | 240 |
| Havana-American Co., The | 20 |
| Havana-American Co., The | 192 |



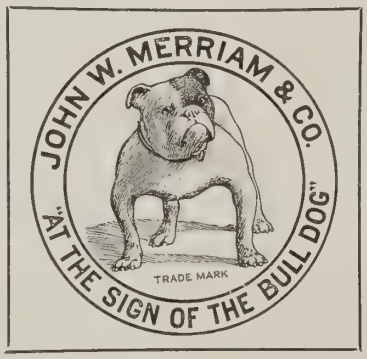
KEY WEST FACTORY OF THE E. H. GATO CIGAR CO.

| | |
|---|---|
| Havana-American Co., The | 297 |
| Heitman, Henry A. | 101 |
| Henriquez & Co., Aurelio | 7 |
| Hirsch Co., The Ferdinand | 2 |
| Hirsch Co., The Ferdinand | 60 |
| Hirsch Co., The Ferdinand | 246 |
| Hispano American Trading Co., The | 134 |
| Isle of the Sea Cigar Co. | 200 |
| Key West Havana Co., The | 102 |
| Key West Cigar Mfg. Co. | 108 |
| Knowles, Clement L. | 203 |
| Knowles, John T. | 155 |
| La Bella Union Cigar Co. | 303 |
| Langsdorfo Sons, J. | 112 |
| Lazo, Rafael E. | 196 |
| Launders, Emelio | 273 |
| Leon & Alvarez | 287 |
| Lopez, Leo | 233 |
| Lopez Ca., Ruy | 97 |
| Lovato, Carlos | 127 |
| Lowe, Lafayette | 128 |
| Lowe, B. A. | 142 |
| Lowe, Jackson | 256 |
| Martmez Havana Co. | 278 |
| Martinez, Vicente | 24 |
| Martinez, C. | 32 |
| Martinez, Abelardo C. | 105 |
| Mendoza & Co., Ramon G. | 129 |
| Mendoza & Co., Juan | 178 |
| Milord Hijo, Domingo | 296 |
| Morales, Mariano | 55 |
| Moss & Co., H. E. | 213 |
| Muños, F. | 206 |
| Munro, Walter | 255 |
| Navarro, Jose M. J. | 19 |
| Nichols & Co., G. W. | 158 |
| Oladell, Andres | 270 |
| Pascual, Juan | 33 |
| Parks & Bauman | 19 |
| Pino, Jose Y. del | 161 |
| Pent, Herbert C. | 75 |
| Perdomo, Ramon | 285 |
| Pohalski & Co., P. | 39 |
| Pohalski & Co., P. | 61 |
| Principe de Golfo Cigar Co. | 111 |
| Richardson, Wm. M. | 230 |
| Roberts & Clear | 228 |
| Sambo, Wm. T. | 270 |
| Saunders, Thomas H. | 384 |
| Saunders & Curry | 310 |
| Sawyer & Co., John T. | 104 |
| Sawyer & Co., Wm. F. | 120 |
| Sideman, Lachman & Co. | 157 |
| Sideman, Lachman & Co. | 157 |
| Smith & Disdiert | 263 |
| Torres, Alfred A. | 49 |
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The *wurst* thing about the Cigar Trust is their *sausage*

They can't make sausages out of me.

We make only one thing,




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JOHN W MERRIAM & CO.
The Roycroft Segar Shop
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305 Pearl Street NEW YORK




Monograms Printed Free of Charge

Heitman, Henry A..... 101
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One of our more recent acquisitions is the Martinez-Havana Co., which first came here in the early 'nineties, under the firm name of Martinez & Hedesa Co., when, upon the withdrawal of Mr. Hedesa several years after, the present company was incorporated as the Martinez-Havana Co., with Luis Martinez as president. Mr. Martinez has made the study of tobacco a life-long one, and there are no better judges of the leaf than he. The company's factory, although not so large as some in our city, is doing a business scarcely less important than the larger ones, and, from a modest beginning a dozen years ago, is now turning out between six and seven million cigars annually. The firm raises most of its own leaf tobacco right in the Vuelta Abajo district, which is carefully looked after by Mr. Martinez from the time it is planted until ready for use.

The E. H. Gato Cigar Co. is one of, if not the, largest cigar factories in Key West. E. H. Gato first started in business here in 1871, and has made a success of it, until now he is worth several millions. In 1889 he took his two sons into partnership—Fernando H. as vice-president, and Eduardo H. as secretary and treasurer, each taking his turn as general manager, as occasion requires the presence of one or the other at the New York office or at the warehouses in Havana. The firm manufactures only the finest brands of clear Havana cigars, and its goods are known the world over for their quality. Tomas H. and Frank H., the two youngest sons of E. H. Gato, are being trained in the various branches of the business, and will some day become interested in the company.

The Ferdinand Hirsch Co. is one of our largest clear Havana factories. It employs 350 cigarmakers, as a rule, the year round, which is scarcely varied, as a ready sale is always found for its product. Among their largest customers are Park & Tilford, of New York, who take practically the entire output of the factory. The output annually amounts to between nine and ten million. Aside from the cigarmakers, there is a large retinue of pickers, packers, strippers and handy-men, aggregating 400. The manufacturing department is under the able management of A. W. Arnold, who has been identified with the cigar business from childhood, and with the Ferdinand Hirsch Co. for the past sixteen years.

The firm of P. Pohalski & Co. was first founded in 1865, by P. Pohalski, in New York. In 1876 the plant was moved to Key West, and now has an annual output of five or six million and is constantly increasing. When first moving into their present quarters, they built a number of cottages for their operatives, but, after a number of years' trial, sold them, with the land, to the Tropical Building & Investment Co. The firm is now composed of L. A. Lincoln and E. R. Lincoln, who are frequent visitors to factory headquarters whenever their presence is needed. H. K. Cold is the local manager, and has had extensive experience in the manufacture of cigars.

An article on the cigar industry of Key West would be incomplete without at least a brief reference to the Hon. Geo. W. Allen, who has been intimately identified with its progress almost since its incipiency on the island. The cigar industry of Key West has no better or truer advocate than Mr. Allen, and the manufacturer recognizes in him a true friend and one who can always be depended on to advance his interests. Mr. Allen and his partner in the real estate business, W. R. Porter, have recently donated a plot of ground near the recently acquired lands of the Key West Realty Company, to the Key West branch of the Havana-American Company, who have just completed the erection thereon of the largest and best equipped factory building in the world.

MONROE.

### BEST IN ANY LINE OF BUSINESS.

Matthew W. Berriman, of Berriman Bros., of Tampa: "The improvement in TOBACCO is something wonderful. It is now one of the best trade papers in the United States in any line of business."

### THE FAMOUS BACHELOR CIGAR.

One of the most widely distributed and successful brands of nickel cigars now before the public is the Bachelor brand, now controlled by the well-known New York firm of T. J. Dunn & Co. The Bachelor




cigar was originated by the Victor Thorsch Co., of Allentown, Pa., and with that as their leader an enormous business was created with leading jobbers and distributors throughout the United States. The Victor Thorsch Co. was eventually consolidated with the firm of T. J. Dunn & Co., and the sales of the Bachelor cigar, far from being interrupted by the change, have gone on steadily increasing.

### COMMODIOUS QUARTERS OF P. L. NOVELTY CO.

The P. L. Novelty Co., dealers in mosaic art, imported cigar bands, imported glass bowls and advertising novelties, has removed to 113 East 14th street, New York, where they occupy much larger quarters than formerly and the trade is assured of prompt attention in the shipment of goods.

TWO GREAT HAVANA LEADERS

MANUEL LOPEZ




TADEMA



WM. F. MONROE,
DISTRIBUTOR
141 Dearborn St., Chicago

# CHICAGO TRADE CHRONICLES

**Story of Splendid Growth and Development from 1849 to the Present Day.**

CHICAGO, May 7.—Roughly estimated there are upwards of 35,000 places in Chicago where cigars and tobacco are sold. This, of course, includes cigar stores, hotels, restaurants, groceries, saloons and drug stores. Of this number, approximately 3,500 may be called high grade, that is, places where at least some clear Havana cigars of well known brands may be bought.

While it would be a mere matter of speculation to try and give any idea of the amount of business done in a year, figuring either the annual consumption or the goods distributed by Chicago jobbers to the city and country, it is perfectly safe to say that the number of cigars smoker in a year in Chicago equals the entire business in any one of several populous states in the Middle West.

Chicago is unquestionably the largest distributive point in the United States, meaning of course the amount of goods passing through jobbing hands. As a manufacturing point, she holds a minor position. There are any number of small factories, but they cut little figure in the trade at large, their product for the most part going into local consumption. True it is that several large factories have had their inception here, but as soon as their business began to reach important proportions they spread their wings for Tampa rather than battle with the exorbitant demands and offensive attitude of the local unions. As a jobbing point, Chicago is without a peer. The ramifications of her jobbing trade reach Eastward as far as Pittsburg, south to the Gulf and cover the entire West and Northwest to the coast. Under these conditions one is not surprised to learn that many movements, both in the form of trade custom and associated effort, have had their inception in Chicago.

Some of these will be referred to in the course of this article. A complete chronological history of the Chicago trade is impossible in the space at disposal at this time, but sufficient can be told to give the reader a general idea of the trade, its growth, the houses which have played an important part and the interesting personalities which abound and those which have long since departed from the scene of their earthly activities.

The year 1856 seems to have been an epoch making year in the history of the Chicago trade. Up to that time there had been but little history, as there was only one cigar store, so far as can be learned; that was worthy to be called a store in the modern sense. That was the establishment of E. Frankenthal & Co., who dated back to 1849. Mr. Frankenthal is still living and more extended references will be made to him later. The year 1856 and the period immediately succeeding it witnessed the starting of several concerns which have since become important factors in the trade, and others whose actual origin dated somewhat earlier seemed in this year to have first come into their own in the larger sense. In 1856 the largest dealer was E. Frankenthal & Co., who had a store under the old Sherman House. Wm. Daniels had at that time been in business in Chicago only for a couple of years. Julius Moos was starting in business for himself in the old Briggs House. E. Hoffman, the founder of the E. Hoffman Co., was then a member of the retail firm of Hoffman & Marcus, on Clark street.

In this period prior to the war there was practically no tariff to speak of on cigars, and the internal revenue laws were not yet in existence. This produced conditions which are almost inconceivable to the dealer of to-day. Imported Cuban cigars were almost unbelievably cheap. Good Cuban cigars sold from three to five cents each. Cigars equal in every way to those sold to-day at two for a quarter or even seven for a dollar, were sold by Chicago cigarists at six for a quarter, and could be bought by the retailer at $15 or $16 a thousand. Some good imported cigars could be obtained by the consumer at eight for a quarter and even then they yielded the dealer a good round profit.

Imported German cigars were sold by the cheaper trade here at one cent each. They were londres shape and were bought by New York brokers by sample from manufacturers in Baden, Germany, and were shipped, of course, only in case lots. The broker made only a small profit, not more than 1½ per cent. These German goods did not remain long in vogue, however, as an increased tariff practically ruled them out. Besides, they were packed green and often became mouldy during the long voyage from Germany to New York.



JULIUS MOOS, PIONEER CHICAGO JOBBER.

Another peculiar condition arising from the absence of an internal revenue law was that there was no restriction whatever on dumping. It is hard to understand how any manufacturer could build up a reputation on a brand in those days, owing to the difficulty in maintaining a standard of quality. For instance, Julius Moos tells of a man by the name of Sager, who was a small manufacturer on Milwaukee avenue, in the later '50's or early '60's, and who is still living, by the way. This man bought all of Mr. Moos' empty cigar boxes, paying five cents each for them and using them for packing his own cigars. Mr. Moos' leading brand was called Legal Tender. Sager bought the boxes, packed his own cigars in them and marketed Legal Tenders of his manufacture to his own trade. Dealers sold their boxes readily to manufacturers and never thought of destroying the labels, as that would make the boxes of no value to the purchasers. When the war tax first went on there was no restriction against dumping, but in 1867 Congress passed a law against it. Then one morning Julius Moos got a team, loaded his stock of empty boxes on it, went across the street to his brother's store, got his accumulation, and sent the whole load out to his home to be used as kindling wood. They figured out that there was about $40 worth of cigar boxes on that wagon. That is, they would have got $40 for them from Sager or other local cigar manufacturers under the old conditions.

Emanuel Frankenthal was Chicago's pioneer cigar merchant. He is still living and celebrated his 79th birthday last month. He is a fine appearing old gentleman and looks considerably younger than he really is. He resides with his son in a beautiful home on Greenwood avenue on the South Side. His title to the honor of Chicago's pioneer cigar merchant in the larger sense is undisputed. "Bill" Daniels is popularly supposed to have been the pioneer of the Chicago trade, but Mr. Frankenthal ante-dates him five years.

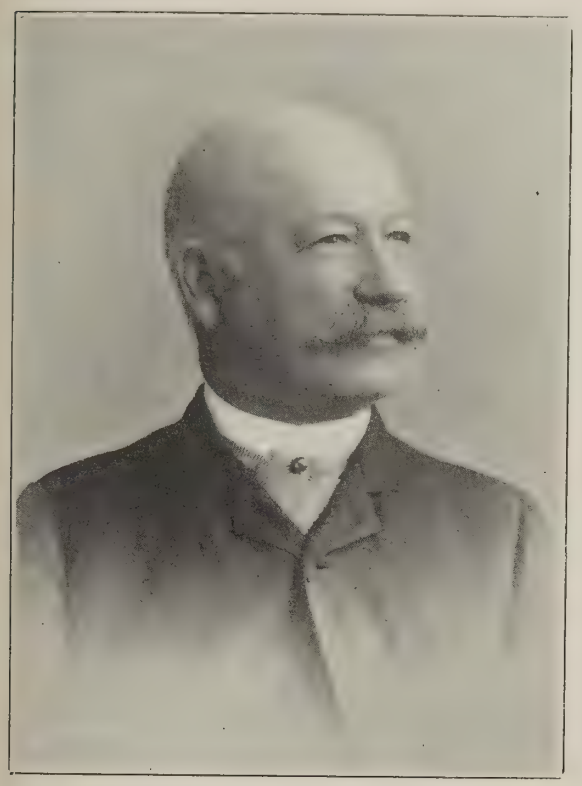
Mr. Frankenthal learned his trade in New York, working up from the bench and finally becoming connected with the firm of Hoffman & Schubert, later H. Schubert & Co., large manufacturers of cigars and dealers in leaf tobacco. He came to Chicago in 1849 and opened a fine retail cigar store in the Sherman House, under the name of E. Frankenthal & Co., the New York firm being interested with him in business. He leased the store in the old Sherman House for $350 a year, less than $30 a month. This seems absolutely incredible compared with the rentals secured for similar locations nowadays, but the men who congregated in Mr. Frankenthal's store thought he was almost criminally reckless in shouldering such a heavy expense.

Of course cigars were sold in Chicago prior to Mr. Frankenthal's advent, but on a comparatively small scale, and there was not a single establishment that deserved the appellation of "high grade." The new store was a success from the start, the opening day's sales being something over $300, which was indeed phenominal in those days. The place became the rendezvous for famous men in the history of Chicago and the country. Such men as Allan Pinkerton, Stephen A. Douglass, Long John Wentworth, Matthew Laflin, N. Ludington, Martin Ryerson, Sr., and others equally notable gathered there, smoked Mr. Frankenthal's good cigars and discussed matters of vital public interest.

Mr. Frankenthal sold out his retail business in the later '50s to William Daniels and engaged in the wholesale business on South Water street. The firm name was the same as before, E. Frankenthal & Co., but the composition of the firm was different. With Mr. Frankenthal in Chicago was Jacob Friedman, who became the founder of the leaf tobacco house of J. Friedman & Co., which after his death was continued by his sons until the present year, when it went out of business. H. Schubert and H. Friedman continued the New York end under the name of H. Schubert & Co. The wholesale house of E. Frankenthal & Co. handled everything in the tobacco line, cigars, manufactured tobacco, smokers' articles and leaf tobacco and for a long time were the only jobbing concern worth mentioning in Chicago. They did an immense business. In 1870 the firm was dissolved, Mr. Frankenthal retiring permanently from the cigar and tobacco business and Mr. Friedman continuing the business with his son, Monroe Friedman and Fred Houck. Soon after this they devoted themselves exclusively to leaf tobacco. While the firm of E. Frankenthal & Co. was in existence there was a large concern on River street, near South Water street, under the name of Vanneta, Friedman & Co., devoting itself to the manufacture of smoking tobacco, and in which both Mr. Frankenthal and J. Friedman were interested. The firm afterwards became J. Friedman & Co., manufacturing cut plug, and their factory was on the site of the present Sibley warehouse on North Clark street.

Any account of the Chicago trade which does not make extended mention of William Yocum Daniels would be indeed incomplete. For 36 years he was an important figure in the cigar trade of Chicago and for a considerable portion of that time had several stores. He was born in 1823 in Philadelphia. He learned the cigarmaker's trade early in life and later worked at his trade in New York, and when he was

21 opened a cigar store of his own at 21 Bleecker street, the third door from Broadway. When he was married in 1848 to Ann Atkanson, of Philadelphia, he consulted her wishes and returned to Philadelphia and engaged in the retail cigar business. He came to Chicago in 1854 and opened a store in the old Madison House on Randolph street, at the corner of Clark, where the Borden building now stands. He also had a store in the rotunda of the Tremont House. He moved his main store to the northwest corner of Madison and Dearborn streets a few years later. The fire cleaned out Mr. Daniels, destroying two stores and his residence, which stood on the Lake front on the site of the present Montgomery Ward building. Instances are told of Mr. Daniels' brawny optimism during this trial. The morning after the fire broke out he came down stairs, having moved his family to the home of his son-in-law on the South Side, singing at the top of his voice. To an inquiry by one of his



THE LATE WILLIAM YOCUM DANIELS.

family as to what he intended doing, he replied, "Do? Why I'm going to dig it out of the same hole in which I lost it," and he did. He at once opened up in the front part of the old Burley residence on Wabash avenue, south of Harrison street.

From there he moved to the corner of Dearborn and Madison streets, as soon as the building had been rebuilt, where he continued until he bought the structure in 1880. It was a five-story building, used for office and bank purposes. The deal did not include the land, which was owned by the school board. He paid $10,000 for it and sold it in 1890 to H. H. Kohlsaat, who tore it down and built the old Inter Ocean building which still stands, altholugh it is now used for offices, as the Inter Ocean moved to Monroe street some time ago. Mr. Daniels received $110,000 for the building, thus making an even hundred thousand on the transaction, besides getting a comfortable income out of it while he was the owner. When he bought the building he moved his store a few doors north on Dearborn street, and continued there until about 1890, when he decided to retire and sold out to John C. Crowe, who had been his clerk for many years. Shortly after the fire Mr. Daniels also opened a cigar store in Philadelphia in charge of a nephew of Mrs. Daniels and continued there for several years. He bought a Summer home at East Brewster, Cape Cod, Mass., and when he died in 1899 he was taken there for burial.

For a man who never had the advantage of a liberal education, "Billy" Daniels, as he was always affectionately known to the trade, was a remarkable man. He was a great lover of Shakespeare, could recite Pope's essay on man backwards, and could give you off-hand, pages of Lord Byron. He had always been a great, but discriminating, reader and his mind was a storehouse of useful and ornamental knowledge. He is survived by his widow, who retains the home at East Brewster, but spends much time with her daughters. There are four of the latter—Mrs. Egbert Jamiesson and Mrs. Malcolm Jamiesson, of Chicago; Mrs. Wm. J. Washburn, of Greenfield, Mass., and Mrs. R. C. Nickerson, of New York.

The four men living in Chicago who have been most prominently connected with the development of the wholesale and retail trade since long before the great fire are, E. Frankenthal, Julius Moos, Wm. Best and E. Hoffman. Of these, Mr. Best is the only one still active in business.

Julius Moos, the founder of the house of J. & B. Moos, came to Chicago in 1854 to go to work for Emil and Raphael Neuberger, who had a little cigar store at the southeast corner of Randolph and Clark streets. Later they rented a store in the old Briggs House at the southeast corner of Randolph and Clark streets. In 1856 Mr. Moos left their employ and went in business for himself in the Old Metropolitan Hotel, at the southwest corner of Randolph street and 5th avenue. In 1862 Bernhard Moos came over from Germany and went to work for his brother. A year later, Julius, discovering that his brother had capabilities which should gain more money than he could make as a cigar clerk, secured him a position with Lazarus Silverman, the banker. In 1865, however, Julius wanted to visit the old home in Germany and sold his store to Bernhard. Shortly after he returned Bernhard took the cigar department at the Briggs House while Julius went back to his old location in the Metropolitan. When the great fire swept the business district off the map, Julius Moos rented a store on Canal street, between Randolph and Lake, while Bernhard moved with the Briggs House to Madison and Canal. Bernhard later sold his store to R. M. Berlizheimer and took charge of the cigar department in the big Wentworth and Woolworth restaurant at Madison and Clark streets, where, by the way, Charles Kinsley, later Chicago's most famous restaurateur and a big cigar buyer, got his start as manager.

Julius Moos went to the Sherman House in 1873 and in 1874 Bernhard Moos joined him, this being the foundation of the house of J. & B. Moos. They had two stands, one on the street and the other in the rotunda of the hotel. The firm moved in 1881 to spacious quarters in the Borden building at the northwest corner of Randolph and Dearborn streets. Here they branched out into the cigar jobbing business on a large scale. In 1890 Joseph B. Moos, who had been with the house for a short time, bought out the interest of Julius Moos, who then retired. Joe Moos started when a boy with Otto Luerson & Co., one of the old time jobbers, driving a wagon. He then went with Sprague, Warner & Co., and worked up from stock boy to assistant manager of the department under H. D. Cook. With his coming into the firm the house developed its wholesale business greatly and in 1895, when Bernhard Moos died, the business was incorporated with Joseph B. Moos as president and Herman Rieser, son-in-law of Bernhard Moos as secretary and treasurer. Since then the history of the house is too well known to the trade to need recapitulation here. E. G. Ahern organized the tobacco department of the house and is still its manager and buyer in that line.

The great wholesale cigar house of the Best & Russell Co. can truthfully be said to date back to 1857 as it was in that year that John C. Partridge, backed by Lorin Palmer, a wealthy New York manufacturer and leaf dealer, opened a wholesale cigar business at 87 Randolph, about a block west of their present location. At the time of the fire they were at 48-50 Dearborn street, and less than two weeks after their store had been swept away they were in business on the Lake front, later moving to 48-50 Lake street. They moved the year following to the corner of Lake and State streets. Mr. Partridge died in 1877 and Wm. Best and W. H. Russell, who had started with Mr. Partridge when little more than boys, working up to junior partners, succeeded to the business under the name of Best, Russell & Co. Lorin Palmer, who had been a silent partner in the firm from the first, retained his interest in the business which, indeed, he does until the present day. In the early days Mr. Russell looked after the books while Mr. Best was out on the road the greater part of the time. From stories told in the trade, Mr. Best was one of the most energetic and successful traveling salesmen Chicago has ever known and when he returned from a trip the whole establishment had to work nights to get out orders, and the traveler himself would take off his coat and assist in the work. The business was incorporated in 1891 with Wm. Best as president, Mr. Russell retiring from the house shortly after. The present officers are Wm. Best, Sr., president; Wm. Best, Jr., vice-president and general manager; Arthur J. Simpson, secretary and treasurer. A few statistics may give some idea regarding the remarkable progress of this great house. In 1851 the total sales amounted to $52,000, quite a creditable figure in those days, especially as the house was in the first year of its existence. The business had increased in 1886 to something like a million dollars, and in this year they paid to the Straiton & Storm Co. about $500,000 for cigars purchased from them. The house paid the United Cigar Manufacturers over $1,000,000 last year.

The company's business covers the entire West to Salt Lake City and Central South and Southwest. They have a very large business on the Pacific coast. The Owl cigar is their leader in nickel goods and is unquestionably the largest seller in Chicago and the Middle West. One of the leaders of the company, the Golden Crown, is one of the oldest, if not the oldest brand in the United States and has been handled by the company since 1867, the label having been copyrighted in that year by Lorin Palmer. Last year a branch wholesale house was established at Dallas, Tex., and which is the base of supplies for the Southwestern trade of the house.

Wm. Best, Sr., was born in Canterbury, England, in 1841. He came to this country in 1852 and the same year to Chicago, where he first worked in the Missouri Pacific passenger office at the munificent salary of $5 a week. Besides his notable business activities he has always been in the public eye and has ever been rated as a man with whom the best interests of the city of his adoption were paramount.

He was inspector and in charge of the U. S. Indian Supply station during the Civil War. He was made collector of taxes for South Chicago in 1883, filing a bond for $7,700,000, the largest ever given in the West up to that time.

He was appointed a commissioner of the South Park Board in 1886 and has been reappointed from time to time ever since, and has served as president, and auditor, being a commissioner and auditor of the board at the present time. He is a member of the Small Park Commission and has been one of the most important factors in the establishment of the outer belt park system. Twenty new parks were established last year. Mr. Best was married in August, 1865, to Miss Louise C. Sterling, daughter of Isaac B. Sterling, of Canada. He is still active in the business and passes a large portion of each day at the store in consultation with his son, Wm. Best, Jr., vice-president and general manager of the company, who has been his father's right-hand man for the past ten years. The latter has worked up through all departments of the business, has really remarkable executive ability and deservedly ranks as one of the keenest and most capable cigar men of the younger generation in the country. The Best & Russell Co. conduct, as they have for many years, a number of the finest retail stores in Chicago.

The company moved to the Masonic Temple in 1897 and in 1902 to their present fine quarters at 42 Randolph street.

E. Hoffman started in the retail business in Chicago in 1857. Previous to that he had been in the hardware business. His first store was on Clark street. He later on formed a partnership with a Mr. Marcus who died years ago. Many years ago Mr. Hoffman engaged in the wholesale business and for a long time was a very prominent factor in that trade. The business was in 1889 incorporated as the E. Hoffman Co., with Mr. Hoffman as president, Arthur Berg as vice-president and Iwan Ries as secretary and treasurer. Mr. Hoffman retired a year ago and Louis Neumann, one of Chicago's most enterprising and capable cigar men buying his interest. Mr. Neumann became president of the company, which retains the old name, Mr. Ries remaining as vice-president, secretary and treasurer. Under the new or

ganization the business is being energetically pushed. Besides their jobbing business they also manufacture Spillman's Mixture, a high grade smoking tobacco which has a large sale all over the country. Mr. Hoffman has just returned from California with his wife. They were in the earthquake and fire in San Francisco and lost all their baggage, but escaped without personal injury.

One of the old time cigar and tobacco jobbers of Chicago was George Luerssen, who died last year at his home in Germany, where he had lived in retirement for some time. His establishment was the school where a number of men now prominent in the trade of Chicago received their training. Among these may be mentioned Joseph B. Moos, A. Thorwart, A. Ruhstrat and Otto Schrader.

Mr. Luerssen started in business before the fire, and worked up an immense business. He was a hard task master, but the men who received their training under him know that the hard discipline they were under was the wisest that they as young men just forming commercial habits could receive. Mr. Luerssen sold out to the new firm of Thorwart & Roehling in 1880, and went to Europe, but returned in 1882 and again went in business, but sold out to Ruhstrat & Gale a couple of years later.

Another large wholesale and retail cigar house was that of Kantzler & Hargis, at 119 Clark street. They were in their glory in the '70's, but failed about 15 years ago. They had a big trade throughout the West on the La Gratitude, an imported cigar. It is stated that at one time their retail counter and box trade amounted to something like $100,000 a year.

The old established house of Thorwart & Roehling enjoy a high reputation as independant wholesale cigar and tobacco dealers.

Mr. Roehling died 7 or 8 years ago. Mr. Thorwart started in business with the old firm of Beck & Wirth in 1865 as salesman. He went with George Luerssen in 1878 and in 1880 he formed a partnership with Mr. Roehling and bought Luerssen out. They moved May 1 of this year from the old location on Randolph street to 141 Lake street.

There are over 50 wholesale grocery houses in Chicago, about a dozen of which are of imposing proportions. Most of these half hundred houses are handlers of cigars and tobacco and their aggregate sales are something enormous. It is impossible to treat in detail of even all of those who can be called large handlers, but there are four houses which compel attention because of the enormous volume of their cigar and tobacco business and because their trade in these lines is by no means confined to the retail grocery dealers.

Franklin MacVeagh & Co. established a distinct cigar and tobacco department 1873, and Col. James G. Davis was the first manager. The department only handled tobacco at the first, but cigars were added soon after. Col. J. G. Davis resigned and was succeeded by J. M. Maynard, who conducted it until 1882, when James L. Archer took hold. Archer left on January 1, 1887 and W. T. Chandler, of the firm, looked after the department until September of that year, when E. M. Fitzsimmons took charge. The latter was succeeded by George W. Mueller in January, 1893. Mr. Mueller withdrew in 1897 and J. R. Smith, the present incumbent, took hold. Mr. Smith had been with the house for five years previous to this, but had had little experience in cigars and tobacco. He has made a most notable success of his department.

Among the first big grocery houses to establish a Co. This was in 1872. The first buyer was a Mr. regular cigar department was Sprague Warner & Blake. He was succeeded by Mr. Emerich, who made things hum considerably, and built up the department to fair proportions. Then came the long regime of H. D. Cook, who was in charge for something over 20 years. Wm. F. Armstrong, the present manager, severed his connection with Y. Pendas & Alvarez, in New York, to come to Chicago and assume charge of this cigar department. It was at this time that the cigars and tobaccos were separated, W. R. Sprague becoming buyer and manager of the tobacco department, while Mr. Armstrong was given exclusive charge of the cigars, an arrangement which continues to the present day, to the great satisfaction of everyone concerned.

Although the cigar department, properly speaking, is of comparatively recent growth, the Steel-Wedeles Co. occupy a prominent position in the cigar trade. H. B. Steele, the company's president, is the member of the firm who has always exercised a sort of fatherly interest over the cigar department. Cigars and tobacco formed only a small portion of the business of the house until 1895, when the department was established with Gus Reddick as manager and buyer. The department was a success from the start and in the trade the house is identified with the first immense success in advertised nickel goods, the George W. Childs, then an independent cigar and made by Harburger-Homan & Co. Mr. Reddick was succeeded by John J. Rigney and when he resigned several years ago Gerson J. Brown, the present manager, took hold. Since Mr. Brown took hold the house has been the leader in the movement to do away with the iniquitous fluctuating gratis deal proposition and establishment of a straight price on five-cent cigars to the retailer and through him to the consumer. The clear Havana branch of the business has a sub-department of its own in charge of Sig. Meyer.

The wholesale grocery house of Reid, Murdoch & Co. came to Chicago from Iowa in 1863 or 1864 and soon after, their cigar and tobacco department was organized by Col. James G. Davis. His successors in chronological order were: R. J. Killick, Richard Brunt, Albert H. Prescott, John Wardlow, George S. Terry and John MacMahon. Mr. MacMahon assumed charge in 1893 and conducted the department with really remarkable success until a year or so ago, when he went up higher in the house and H. H. Hutchins took his place. Mr. Hutchins is proving a strong man and is keeping up the department to the high standard set by his predecessor.

There are other men that antedate M. W. Diffley in the cigar trade of Chicago, but he has been so marked a figure in the Chicago trade for so many years, and has been so prominent in all that affects the best interests of the dealer, that he has long enjoyed the appellation of the Grand Old Man of the Chicago trade. Notwithstanding this he retains all his old time fire and is as vigorous a fighter and keen business man as in the hey day of his youth. As has already been noted in this history the traveling man was an unknown quantity in the days when some of the real old timers were getting their start and the Chicago dealers had either to do their buying by mail or take frequent trips to New York.

Col. Diffley was one of the first travelers on the road in the interest of cigars and the first to represent a clear Havana house. In the year 1868 he started out for J. M. Mora & Co., of 62-64 Water street, New York, whom Col. Diffley says was the first house to manufacture clear Havana cigars in the United States. As Col. Diffley tersely puts the matter, it was like selling patent rights—nobody wanted the goods. He was up against an educational campaign at the outset of his business career and has been up against educational campaigns ever since. He always has had a habit of winning out and he certainly did it in this case. He visited all the principal points in the country and gradually overcame the prejudice existing among the dealers against clear Havana cigars made in this country. Eventually he opened a store for the firm in Chicago, carrying stock for the Western trade and also introducing the products of the house vigorously in a retail way in Chicago. He quit the road and the house in 1875 and opened a store for himself at 72 Madison street, remaining in that location ever since, with the exception of a year while the new building was being erected. Before many years he began to branch out, opening stores in several locations around the loop, Here is where the remarkable foresight and judgment of the man showed itself in a dramatic manner. He has always had the habit of opening stores in locations where nine out of ten men in the trade predicted he would make a rank failure; but he never did. He always seemed to sense the inherent possibilities in a location. Col. Diffley's branch store business is undergoing something of a reorganization just now. By reason largely of the activity of the United Cigar Stores Co., he lost several locations May 1, but opened new stores and has now one more store than in the past. His present line up is as follows: 72 Madison street; southwest corner of Harrison and State streets; Isabella building, Van Buren, between State and Wabash; northwest corner Lake street and 5th avenue; southeast corner Dearborn and Lake street, and 127 Clark street. Col. Diffley is pretty near the pioneer association worker in Chicago. He was one of the organizers of the Cigar Dealers' Association of America, and is now in his second term as president of that organization. He has also been a prominent figure in the Chicago Cigar Dealers' Association.

Any city might be proud of such a vigorous and in every way admirable personality as that of John J. Dolan. He started when a boy in the old Partridge dry goods store on State street. Afterwards he was clerk at the cigar stand in the Grand Pacific Hotel and a little over a quarter of a century ago he started a cigar store at the southwest corner of Washington and Dearborn streets, which is still his main store. He also has the stands in the Saratoga and Morrison Hotels, fine stores at 123, 140 and 197 LaSalle street, and one at 71 Clark street. Mr. Dolan has long been identified with the remarkable progress made on the product of John W. Merriam & Co., in Chicago and received the first shipment ever made of Henry Irving cigars. He has ever been prominent in association circles and is an independent of the most stalwart type. He is an active member of both the Chicago Cigar Dealers' Association and of the Cigar Dealers' Association of America and is a member of the board of directors and also of the executive committee of that organization.

Albert Breitung began his career in the cigar trade of Chicago 18 years ago. Prior to that he had had long experience in the trade, first with Rudolph Seifert and later with the cigar manufacturing concern of P. M. Schwartz & Co., who are just retiring from business. He started his first store in 1888 in the Rookery building. His business grew rapidly, and of late years has spread out like a green bay tree. He now has no less than eight stores, including his main store in the Monadnock Building, and a branch stand in the same building; the store in the Rookery building, store on the Monroe street side of the Ft. Dearborn building, the stand in the Masonic Temple, store in the Old Colony building, store at 186 Michigan avenue, and since May 1 another store in the Ft. Dearborn building, at 184 Clark street. Mr. Breitung works almost entirely on private brands, and is proud of the fact that the bulk of the goods he sells are made in Chicago. He has been prominent in Association work in Chicago since 1897, is a director and member of the executive committee of the C. D. A. of A., and is serving his second term as president of the Chicago Cigar Dealers' Association.

Henry Leopold, one of the best known of the high grade cigar dealers of Chicago, started in business in 1889 in the Rand, McNally & Co. building on Adams street. He later moved to the Continental National Bank building, corner of La Salle and Adams streets. His brother-in-law, A. D. Mergentheim, entered the business in 1892, which then became Leopold & Mergentheim. They moved to their present quarters, 167 Adams street, eight years ago. In June of last year they opened one of the fine stores in the loop in the corner store in the Stock Exchange building, at Washington and La Salle streets, still retaining the headquarters store on Adams street. They have been extremely successful. Mr. Leopold has been from the start active in the councils of the Cigar Dealers' Association of America, and when C. E. Case resigned as secretary Mr. Leopold assumed the office, filling it with distinction and without remuneration ever since. He is a member of the board of directors and of the executive committee. He is also vice-president of the Chicago Cigar Dealers' Association.

The National cigar store in the First National Bank building, at 160 Dearborn street, is one of the finest stores in the world, and has been so thoroughly described and illustrated in TOBACCO as to need no detailed description here. Its magnificent fixtures of koko wood and Tiffany glass and the beautiful mural paintings representing the smokers of different nations are the wonder of visitors to Chicago.

Moos Bros., 33 Adams street, is a firm of progressive retailers who have recently built up quite a de-

sirable jobbing business. They opened a store near the northeast corner of State and Van Buren streets in 1891, and in 1894 moved to 56 Adams street, and in 1904 to the present location. The members of the firm of Joseph A. and Julius Moos are the sons of August Moos, brother of Julius and Bernhard Moos. They are sterling independents.

Charles Barker, the well known jobber in the stock yards district, is a figure in the Chicago trade. Prior to starting in the cigar business 16 years ago he was a butcher at the stock yards. He first had a little retail store, then gradually developed the wholesale end, and two years ago built his present handsome building at 44th and Halsted streets. His tobacco and cigar jobbing business amounts to upwards of half a million dollars a year.

Otto Schrader, of the well known jobbing house of O. Schrader & Co., reached Chicago in the early '70s, and went to work for George Luerssen. He later went with Beck & Wirth, and subsequently traveled for New York and Chicago houses. Then he opened a store on West Madison street with Mr. Suess, one of his former associates at Beck & Wirth's. They joined hands with a Mr. Uhlendorff, and went into the jobbing business at 52 Dearborn street, which continued until 1888, when it was dissolved and Mr. Schrader established the present firm of O. Schrader & Co. They moved from La Salle and Monroe streets to the Teutonic Building, at Washington and Fifth avenue in 1893, and in 1900 took the large corner store in the same building, which they still occupy. Besides doing a big business locally they have a fine trade in territory adjacent to Chicago. Mr. Schrader was a member of the board of directors of the C. D. A. of A. until this year, and was for some time a member of the executive committee.

The big liquor houses of Grommes & Ullrich, Chapin & Gore and Hannah & Hogg are heavy buyers of cigars both for their own use in their various retail establishments and for their wholesale departments. James Woods, still a decidedly active figure in the cigar trade of Chicago, inaugurated the cigar department at Grommes & Ullrich 20 years ago, and conducted it for five years, when he resigned and was succeeded by George Anderson, who is still in charge.

The Ruhstrat-Cowley Co., wholesale cigars, 43 State street, was incorporated in 1902 and succeeded Ruhstrat & Curlett. The officers are: A. Ruhstrat, president; J. W. Cowley, vice-president; F. E. Cowley, treasurer, and G. O. Huckett, secretary. A. Ruhstrat was formerly with George Luerssen and later with Ruhstrat & Gale, the Ruhstrat of that firm being A. Ruhstrat's brother. Ruhstrat & Gale, long since out of business, bought out George Luerssen after he had engaged in business the second time. A. Ruhstrat formed a partnership with A. S. Curlett under the name of Ruhstrat & Curlett, and who continued in business until 1892, when they dissolved, Mr. Curlett taking charge of the interests of the United Cigar Stores Co., in Chicago.

A rising young wholesale house of which more will be heard of in the future is that of Schaffner, Collins & Co. It was started in 1903, and has conducted a retail store in connection with their wholesale business at 273 Wabash avenue. The wholesale end, however, has developed so as to require all of their attention, and May 1 they moved to spacious quarters in the Cable building, southeast corner of Wabash avenue and Jackson Boulevard. Both members of the firm were long salesmen for local cigar houses before entering the business for themselves. Among the brands they handle are the La Victoria of Garcia Pando & Co., and the Dolly Madison of I. N. Carvalho.

Clarence Hirschhorn and Louis Neumann established the wholesale house of Neumann & Hirschhorn August 1, 1889, and August 1, 1904, Mr. Neumann retired, Mr. Hirschhorn continuing the business under the name of Clarence Hirschhorn & Co.

While they carry a good general line of cigars the goods with which they have been identified from the start are the Tom Moore, Little Tom and Henry George of the United Cigar Manufacturers. Mr. Hirschhorn is a brother of Charles Hirschhorn of the latter company.

Brummell & Buddinger is the name of a jobbing house which opened at 35 Randolph street a year ago. They handle mainly the product of the American West Indies Trading Co.

The only wholesale drug houses in Chicago handling cigars on anything like a large scale are the Fuller & Fuller Co., where Joseph G. Peters does the buying and Morrison, Plummer & Co., Lord, Lyon & Co. were large handlers of cigars until they failed a few years ago.

The large cigar jobbing house of Uppmann & Wilcox has long been a factor in the trade of Chicago. J. Fred Wilcox founded the business here years ago, and is still at the head. The house has a large trade throughout the West.

W. F. Monroe is one of the few large high grade dealers who have resolutely adhered to the one store idea, and he has made a most notable success of it. Prior to opening business on his own acount he worked for only one firm, and his store to-day is in the same location in which he started. M. W. Diffley advertised many years ago for a boy. A crowd of youngsters besieged the Colonel's bachelor quarters in the building on the southwest corner of Dearborn and Madison streets before he was up. The Colonel emerged from his seclusion and drove the gang away. Monroe was in the gang, and he was the only one of the lot who had the nerve to go back and tackle the Colonel again. He was so bright and insistent that he was hired on the spot. He soon became Col. Diffley's right bower, and was with him until 1883, when he opened a store in the *Tribune* building with a small capital, a great deal of nerve and an excellent reputation. He has been in the same location ever since with the exception of the year when the new *Tribune* building was being built, when he occupied a temporary location on Monroe street. The last two years he has branched out in the jobbing business, making leaders in a wholesale way of the Manuel Lopez clear Havana product of Manuel Lopez & Co. and Arguelles Lopez & Co.

Jacob Berolzheim has a fine store at 180 Adams and Monroe streets and ranks among the high grade dealers of Chicago. He is a sterling independent, and has been the treasurer of the Cigar Dealers' Association of America and a member of its board of directors from the beginning.

R. M. Berlizheimer entered the cigar business in 1872 when he bought the stand of Bernhard Moos in the old Briggs House, at the corner of Canal and West Madison streets. Two years later he bought out A. L. Katz, at 33 South Clark street, and remained at that location for 16 years. He has since occupied various locations in the loop, and last year moved to the handsomest store he has ever had in the Stock Exchange building at La Salle and Washingston streets.

Sam Marco came to Chicago in about 1880 from Princeton, Ill., and bought out the business of Schrader & Suess, on West Madison street. His business grew rapidly. His main store is at 207 Fifth avenue, and he has several branches.

Kolman Bros., Ed. and Phil Kolman, have long been a factor in the retail trade of Chicago. They formerly had several fine stores, but now retain only three stores, those at 267, 313 and 355 Dearborn street. Phil Kolman now manages the retail business while Ed. Kolman has become associated in the management of the Independent Tobacco Co. of America.

Mr. Kolman has been one of the stanchest workers with the independents, and was president of the Chicago Cigar Dealers' Association for some time from its inception. He has always been prominent in national affairs, and is a member of the national and local boards of directors.

Herbert Collat, who has been secretary of the local cigar dealers' association almost since its organization, and now has the duties of treasurer as well, entered the business founded by his uncle, Maurice Collat, in 1900. The store was then at Jackson Boulevard and Sherman street. His uncle died in 1903, and Herbert Collatt succeded to the business, moving to the present location, 269 Franklin street, two years ago.

Right up in the front ranks of high grade cigar dealers in Chicago is the firm of L. & I. Rubovitz, who have the handsome stand in the Board of Trade Building. They have been there for years, and get the cream of the trade from the big operators.

A new firm which promises to become a strong factor in the high grade retail trade of Chicago is Howe & Voltmer, who are just opening up a beautiful store at the corner of La Salle and Monroe streets. Fred Howe was for twenty years with Col. M. W. Diffley, while his partner is one of the best retail salesmen in Chicago, his most recent connection being as manager of the Lillienfeld store at Sherman street and Jackson Boulevard.

H. M. Schermerhorn is an enterprising cigarist with a chain of four beautiful stores whose rise has been something dramatic. The style of the firm is H. M. Schermerhorn & Co., Incorporated. He started in business in 1897 at 61 South Clark street, which he still retains, but his main store is at 110 East Monroe street, in the Inter Ocean building. He also has a store at the corner of Monroe and Dearborn streets, and recently opened an extremely handsome establishment in the Theodore Thomas Orchestra Hall. He also has secured for the present season the exclusive privilege for cigars at San Souci Park, one of the most valuable cigar concessions in the city, during the summer months.

Knight & Vrooman started in business in May, 1902, and besides their retail store do a prosperous wholesale business from their main store at the corner of Randolph and Wabash avenue. They also have the cigar privileges of the Briggs House and of the Chicago and Northwestern Railway Depot.

### CHICAGO CIGAR FACTORIES.

As stated at the beginning, the cigar manufacturing industry of Chicago is not large as compared with New York and Philadelphia. Most of the local factories would be considered small in those cities. There are some good factories in Chicago, however, and quite a few of them have considerable trade outside of the city, although the great bulk of the cigars manufactured here go into local consumption. A number of large factories have had their beginnings here, and still maintain their general offices in this city.

Gonzales, Mora & Co., manufacturers of clear Havana Cigars, with general offices in Chicago and factory at Tampa, is the first Chicago concern to manufacture in the Florida center. The firm started in the manufacture of cigars in a small way in Chicago in 1890. Business grew with remarkable rapidity, and the factory was moved to Tampa in 1893. Their product is known throughout the country. Their leading brand is the Sinceridad, while the La Flor de Aragon, John Morley, El Prado, Flor de Adams, La Galinda, La Defensa, Gran Triumfo and Gomorro also enjoy a large sale.

The company maintain a warehouse in Havana, where they constantly carry a large stock of the choicest leaf tobacco. Nicholas Gonzales divides most of his time between Cuba and the factory at Tampa, while A. R. Mora and Wm. E. Fischer of the firm reside in Chicago. The general offices of the company are in the Lees building, 147 Fifth avenue.

Berriman Bros. started in Chicago in 1881, with E. C. and M. W. Berriman at the head. The factory was moved to New York and later to Tampa. E. C. Berriman remains in charge of the company's interests in Chicago, where they have fine offices and carry a large stock for the Western trade at 160 Dearborn street.

A. Santaella began manufacturing cigars in Chicago in 1888. Sol. Hamburger resigned from the manufacturing firm of Hamburger & Strauss, joined Mr. Santaella and the firm became A. Santaella & Co. The factory was moved to Tampa in January, 1900, and at the start employed only 50 hands, while now the force numbers something like 600. The company was incorporated several years ago with Mr. Santaella as president, Sol. Hamburger vice-president and treasurer, and Adolph Seckbach, who came into the business in 1901 and puts in most of his time on the road, is secretary. The company occupies a magnificent store for general offices and wholesale purposes only at 19 East Monroe street, where Messrs. Hamburger and Seckbach make their headquarters, while Mr. Santaella is at Tampa. The company's principal brand is Optimo, which is known from coast to coast. Mr. Hamburger is now on a trip around the world.

One of the more recent concerns to remove their factory to Cuba is Jose Cosio & Co. The firm has grown with almost inconceivable rapidity, and its

high grade clear Havana product is in the hands of some of the best houses in Chicago and other large jobbing points. Their leading factory brand is the La Establa. Jose Cosio remains in charge of the general office here and spends considerable time on the road. His brother is in charge of the factory in Tampa. The offices of the Chicago headquarters are at State and Lake streets.

Perfecto Garci & Bros. started business in Chicago on a small scale, but moved the factory to Tampa about a year ago. The general offices are still here at 36 Fifth avenue. Their trade extends to the Pacific Coast.

One of the oldest and largest factories in Chicago is that of Wengler & Mandell, on West Madison street. They have a fine retail store at the southwest corne of Dearborn and Madison streets, in charge of Tom Phillips.

Another old and well known house is that of Lillienfeld Bros. & Co., who, besides their large manufacturing interests, have fine stores at 79 Jackson Boulevard, where the general offices are located; at Jackson Boulevard and Sherman street, and also in the rotunda of the Great Northern Hotel.

W. K. Steele, who has several fine stores and stands including those in the Gaff Building and Schiller building, is also manufacturing on his own account, and has already worked up considerable trade outside of Chicago. His sons are in business with him.

F. Bolano & Co. began manufacturing five years ago. Mr. Bolano is making a fine line of clear Havana cigars and besides a good local trade has considerable business in the large cities of the Northwest and Middle West.

Sam Paley started in business in 1888 at Johnson and 12th street. His business has grown steadily. He recently built a new factory at 395 Marshfield avenue. His principal brands are the John P. Altgeld five-cent cigar, of which the Steele-Wedeles Co. sell large quantities; the American Federation, a clear Havana, which the Steele-Wedeles Co. also handles in their territory, and La Palina, clear Havana, handled for Chicago and Illinois by the Schaffner-Collins Co. The Principe de Gayo is handled here by Hesser Bros.

The Porto Rican Cigar Co., with offices in the Lees Building, do a large business in Porto Rican cigars, maintaining a factory in Porto Rico and also one or two brands of imported cigars.

Among the other manufacturers are Spector Bros., who have a large factory on the West Side; Benner Bros., a large proportion of whose product is sold by leading loop dealers, one of whom works on his goods almost entirely; the Fromherz-Berlizheimer Co., W. D. Castro, Charles D. Altschul, who, by the way, has always been a strong, energetic worker in the local cigar dealers' association; Ramon Suarez & Co., Fernbach & Rothschild, E. Fernbach, Randall & Landfield, H. B. Franklin & Co., W. D. Castro, W. D. Algeo, Manuel Perez Puenta Bros. P. J. Hand & Co., Barron Bros, Grommes & Kennedy, Sebastian Solarez, Julius Zimmerman, John B. Chaffy, Tepper Bros., M. De La Rionda, P. Weinreb & Co., Charles Haubold, August Deuser, J. C. Cameron & Co., Ravenswood; Louis Mueller, Gustav Mueller, John Schuster, Hittel Bros., B. Link & Sons, Henry Behrent, Charles Weber, G. Bruthardt, Cohn Bros. Cigar Co., Magnus Kittner, who has been in the manufacturing business in Chicago for 35 years; George Landau & Co., Emil Reutteman, Herman Brand, Thomas Clark, Ed. Carier, Duus & Gillert, Antonio Fernandez (said to be the oldest Spanish cigar manufacturer here), M. H. Feike & Sons, Jose Guerrero, Joseph Goldwater, F. Keihl, Charles Keller, John J. Lynch, Ludwig Bros., Adam Ludwig, A. J. Michiael, John Pahes, J. Lichtenstein, J. Plauzek, Wm. Rheinfels, Henry Scheeger, Weigman Bros., Welcher Bros., Peter Wohl, Zglenicki Bros., Carl Excelsen, Albert Pozovsky, F. Siska, Anton Novak, who is an alderman; Silverstem & Seyferth and many others.

A unique figure in the Chicago trade in former years was R. W. Tansill, of Tansill's Punch fame. He came to Chicago in 1868 from Clayton, Ill. His Tansill Punch was one of the strongest and most uniquely advertised cigars in the country, and his sales along in the '80s of this brand amounted to something like ten millions of cigars a year. When he quit the business he went to Arizona, and was extensively interested in irrigation schemes. He died a few years ago. As recently reported in TOBACCO his son, R. W. Tansill, recently came to Chicago and went with a house manufacturing loose leaf devices.

A big cigar factory was that of Eugene Vallens & Co., but it fell from the ranks of the independents when the trust began their policy of aggrandization. The business was established by Eugene Vallens and Fred Rothschild in 1885. Their leading brand was La Preferencia, and this is still made by the trust in their factory on West Madison street, although the sales have been steadily declining for years.

A large factor in the trade in former days was the house of W. H. Heegard & Co. Mr. Heegard began as a wagon man, and finally built up a business that amounted to something like $1,000,000 a year. After his death it kept up the previous pace for a few years, but gradually fell off to comparatively small proportions.

TOBACCO MANUFACTURERS.

Chicago was an important point for the manufacture of smoking tobaccos in the elder days, but the industry outside of the trust is small now. The largest concern was Spaulding & Merrick, and the factory on Rush street is now the largest plant of the trust still conducted under its original name. Plough Boy and Brier Pipe were the old historic Spaulding & Merrick brands. Both of the founders of the plant are dead, Mr. Merrick passing away only a few weeks ago. The trust gained control of the Spaulding & Merrick business in 1903. Gradle & Strotz date nearly as far back as Spaulding & Merrick. Tip Top was their brand. The factory was at 5th avenue and Water street. The trust gobbled the plant in 1901, and when it got the August Beck & Co. plant in 1902 consolidated both plants in the old Beck building, at 391-3 North Clark street. The business of August Beck & Co. was practically established in 1855. That is, Mr. Beck went into the wholesale business in that time. The firm was afterwards Beck & Wirth, but it was a number of years afterwards that manufacturing was actually begun.

Another big old time house was Allen & Ellis, afterwards John W. Allen & Co. They manufactured smoking and fine cuts, but went out of business in 1885. The only important plug tobacco factory that Chicago ever had was that of the Henry A. Hersey Co., which had only a few years existence in the '80s.

The Independent Snuff Co. manufactures smoking tobacco as well as snuff on quite a large scale. There are a dozen small snuff factories around town, but the largest plants in that line are the Independent Snuff Co. and O. W. Bolander.

The Independent Tobacco Co. of America, organized after a year or so of hard work by I. Latzar, recently opened stock rooms and offices at 134 Lake street. Ed. Kolman, who, while retaining his retail interests, has turned the active management over to his brother Philip, has become associated with Mr. Latzar in the management of the company. Their first brand Cinch is now on the market, and is being vigorously pushed.

Since the Khedivial Co. moved their factory to New York a few years ago the cigarette interests of Chicago have been small. The Royal Tobacco Co. is a concern organized a year ago by Mr. Brown, formerly with Notara Bros., who also moved to New York. The Royal is a co-operative concern, the stockholders being local dealers. W. E. Fowler, the cigar dealer of 39th street and Cottage Grove avenue, is the president of the company. They make the Royal Chef cigarettes.

The Khedivial Co. by no means neglected Chicago when Sam H. Harris went to New York with the factory. They have maintained a Chicago office ever since, and have a force of salesmen continually at work. Harry L. Harris is in charge of the interests in this section, and the Duke of York puts much of his time in Chicago.

Space will not permit mention of all the manufacturers' representatives here, but one thinks of John T. Dee, of Theobald & Oppenheimer; W. F. Crowley, of John W. Merriam & Co.; M. Rosenfeld, of Salvador Rodriguez; E. P. Prickett, of T. J. Dunn & Co.; J. M. Preston, representing the Victor Thorsch; A. B. Condax, who has the Chicago office for E. A. Condax & Co.; Isidor Lederer, M. Stackleberger and a host of others, all bright brainy fellows, all doing their best to give the houses they represent the finest kind of exploitation in the West.

The history of the Cigar Dealers' Association of America is so recent and so well known as not to need extended mention here. Something about the precedessor of these associations, the Cigar and Merchants' Association of Chicago, may not be amiss. It was organized in 1897 at a meeting called by Col. M. W. Diffley. One of the prime objects at the start was to try and get better prices from the consumer on certain trust goods like Between the Acts cigarettes, on which there was no competition, and on which the dealer could make no profit worth mentioning. The plan fell through because three of the dealers in the loop wouldn't sign. The association attacked the legality of the cigarette license ordinance, and carried the matter to the Supreme Court, where its constitutionality was sustained. A magnificent piece of work was done in the defeat of the State "flag law." Dealers were arrested by the dozens for selling cigars the labels of which bore a representation of the American flag. Another thing that the association was instrumental in defeating was the retroactive clause of the Dingley tariff, thus saving the manufacturers of the country vast sums of money. Among the men most prominent in the association work in the old days were Col. M. W. Diffley, Sam H. Harris, W. H. Heegard, Albert Breitung, John J. Dolan, R. M. Berlizheimer and others.

There was a lull in association work for some time, and then in 1902 the movement received an immense impetus when the United Cigar Stores Co. struck Chicago. That year the dealers got together and formed a national association and a Chicago local association. The first national convention was held at the Sherman House in January, 1903. Thad H. Howe was elected president. The usefulness of the association which had already created an immense popular feeling against the trust and the trust stores continued, but received a check owing to circumstances which are too recent and painful to go into here. Robert E. Lane, of New York, filled out Howe's unexpired term, and was re-elected in 1904. In 1905 Col. M. W. Diffley was elected president in 1905, and again in January of this year. The association has accomplished a great deal of good both directly and through the various locals. The association's revenue stamp is still in evidence, although not furnishing the funds it was expected to. The association made a gallant though futile fight for the Otjen-Tawney bill, and has endorsed the Brick bill now pending in Congress and which is along much the same lines that the former measure covered. The existence of an organization like this is an immense benefit to the trade, and it is safe to say that it has exerted a restraining influence on the trust, which has unquestionably not gone as far in many instances as it would have done if there had been no organized opposition. The local association has stood loyally by the interests of the local dealers from the start, always acting by the advice and for the most part in conjunction with the national body. For instance, at one time it leaked out that certain jobbers had been ordered to discontinue handling independent tobaccos entirely. The association got busy and filed such a vigorous and threatening protest that plans were modified considerably. After all, however, perhaps the best and most permanent work of the association movement in Chicago has been to bring the trade together to establish real friendship among men who formerly had little to do with each other and to create a feeling of mutual dependence. Ed. Kollman was the first president of the Chicago branch C. D. A. of A., and was continuously re-elected until 1905, when he made way for Albert Breitung, who is now serving his second term as president. The other officers are: Vice-president, Henry Leopold; secretary and treasurer, Herbert Collat, who has had several terms.

The United Cigar Stores have grown and thrived evidently in face of all opposition. The National Cigar Stands Co. have not been able to do much, however, and a good piece of work was accomplished when the Cigar Dealers' Association's officers recently appeared before the strong Retail Druggists' Association and induced them to pass resolutions strongly condemning the National Cigar Stands Co. and its methods.

E. P. VAN HARLINGEN.

# OLD TIMES ON THE PACIFIC COAST

**The Beginnings of the Great Tobacco Trade Which Now Centres in San Francisco and Portland.**

*(Written Especially for the Anniversary Number.)*

SAN FRANCISCO, Cal., May 1, 1906.

Although the history of the San Francisco cigar and tobacco trade extends back but little more than the real pioneers. None of the old names of "49" and "50" are still known in the trade, and of those who handled tobacco in the later 50s and early 60s the three or four still actively in the trade were but boys when they entered it. To the credit of the early trade it must be said that the survivors are all men of note and standing, while those that are gone have, almost without exception, left their mark on the city and State, beside leaving ample fortunes to attest that their labor and ability were not without their rewards.




AN M. A. GUNST & CO. STORE IN SAN FRANCISCO BEFORE THE FIRE.

The acknowledged leader of the old guard is Joseph Brandenstein, who reached San Francisco in 1850, made his millions and retired years ago. He now devotes his time to charity, poetry and the enjoyment of watching the prosperous activity of his sons and daughters. Mr. Brandenstein is a liberal giver to charity, regardless of creed or sect, though it is said that the shrewd intellect which put him where he is has rarely been imposed upon by the unworthy.

Damaso Viadero, the sole surviving representative of the old Spanish element in the trade, is still in the harness. He is with S. Bachman & Co., having followed the fortunes of that one house through several changes of name and ownership for nearly fifty years.

Jonas Schoenfeld, the veteran leaf dealer is still in the leaf business, with a fair prospect of being the active head of his house for some time to come.

Other survivors are I. S. Rosenbaum, now a prosperous broker, and Daniel Meyer, the millionaire banker. The former can give you more facts and dates concerning the trade than anybody else. He knows the spelling of all the old-time names, can tell you the popular brands of various successive periods, and can distinctly remember how much better was the flavor of the Havanas of his youth than those of these degenerate days, the difference being, he supposes, due to the wearing out of the Cuban soil.

There are two or three other men whose connection with the coast trade has been long, and who might be classed with the veterans but for the fact that their heads lack the necessary whiteness. Solly Siebenhauer, whose name has been associated with that of Manrara Bros. and their predecessors for many years, was a mere boy when he reached the coast and connected himself with the cigar business nearly fifty years ago. He is the historian of the trade and is sure to be referred to when accurate trade information is wanted.

H. L. Judel, the well-known distributor and manufacturer, reached the city in 1859 at the age of 14. He is also well supplied with facts and figures.

Just who was the first cigar and tobacco dealer in San Francisco is unknown, though the name of William Langerman is oftenest mentioned as probably the first importer in the city. At all events, Mr. Langerman was in the lead in the importing line in 1850. About the same time two big general commission houses, Auzerais & Co. and Ziel, Berteau & Co., brought in large quantities of cigars and tobacco. Then came a number of large cigar and tobacco importers, including James Patrick & Co., a Scotch firm managed locally by George W. Beaver; L. & E. Wertheimer, M. Mayblum, St. Lusky, Levy & Co., A. S. Rosenbaum & Co., Weil & Co., later of New York; Falkenstein & Co., B. C. Horn & Co., J. Frank & Co., and perhaps others.

In the years preceding the war everything in cigars was Havana. The big shipments all came round the Horn in sailing vessels, though some shipments came across the isthmus in the hands of Wells, Fargo & Co., at a tax of $2.50 per cubic foot on leaf and $4 per cubic foot on manufactured goods. Owing to the uncertainty of the arrival of shipments, prices were very uncertain. Some big consignments were sold out on arrival at as low as $35 per thousand, though the ordinary wholesale prices ranged between $50 and $90 for goods ranging from 3¾ to 4 inches in length and weighing about 15 pounds to the thousand, with fancy six-inch goods running as high as $120. The circumstances introduced a large speculative element into the trade. The dealer might in times of scarcity see his "two bit" cigars go up into the three-for-a-dollar class or even higher. On the other hand, if he ran short, he might have to pay $90 or $100 for the same class of cigars which he bought a week or two earlier at $50, with a possibility that the price might drop to $35 or $40 the next day if the long expected vessel arrived. Many were doubtless forced out of business by the unlucky turns of the wheel, but those who have left their names behind were generally favored by fortune.

Some pretty big deals were successfully swung even in those days when the city had perhaps less than 15,000 inhabitants. Rosenbaum Bros. took a chance



JOSEPH BRANDENSTEIN, A SAN FRANCISCO PIONEER.

on upwards of a half million cigars from Case, Heiser & Co. of New York as early as 1852, and two or three years later the same house under the name of A. S. Rosenbaum & Co., and the management of Joseph Brandenstein, purchased a round million cigars. This was the sensation of the day, and the profits on this and similar transactions were enormous.

The leading brands in the 50s were the Cinto de Orion and the Carbana y Carvajal. Other favorites were the Perla de Cuba, the Queen of the Antilles, Partagas and Henry Clay. Later the Slug, named after a $50 gold piece then in circulation under that name, the Carolina, Punch, Golden Eagle, Piccolo and Pumeriaga came into vogue.

The plug business of the first decade or two was largely in the hands of Jones & Bendixen, Greenbirth & Allen and Daniel Meyer. Oppenheimer Bros. were also early in the field as importers and dealers in plug tobacco. The plug importers were in the habit of holding auction sales to the jobbing trade, and the prices realized at these sales fixed the retail prices for some time to come. At these auctions single buys were frequently made at figures above $100,000.

With the opening of the civil war and the imposition of heavy tariff duties came heavy losses for the cigar and tobacco importers. In an effort to weather the storm many, if not all, of the big importers for a time evaded a portion of the duty by various subterfuges. The revenue officials, however, became active and heavy punishment was inflicted. St. Lusky, Levy & Co., the largest importers at the time, suffered heavily at the hands of the law and never entirely recovered their former position.

The early 60s found the cigar trade of the Pacific Coast comparatively well settled, with three San Francisco importing houses—A. S. Rosenbaum & Co., Falkenstein & Co. and L. & E. Wertheimer—doing the distributing business for the entire coast and Rocky Mountain sections. These houses made regular shipments as far east as Helena, Mont. At this time Portland, Ore., had several important jobbing houses, including H. Rosenfeld, Phil Wasselman, H. Dittenhofer and Allen & Lewis, but all these bought of the three

San Francisco importers. In San Francisco these same importers furnished cigars for a number of large jobbing houses, including besides some of those already mentioned, Parker, Watson & Co., Sanderson & Horn (the predecessors of the present house of Horn & Co.) and John A. Drinkhouse.

In the meantime the leaf importing trade, originally combined with the cigar importing trade, had become a distinct business. Frank & Kohlberg (later M. P. Kohlberg & Co.), Jonas Schoenfeld, and E. Goslinsky were among the pioneers, and these three houses still hold the bulk of the leaf business of the coast. Other early importers of leaf were Inslee & Irving, Chas. Emery, Cyrus Adams, Enos Smith, William Herber and Liebes Bros. & Co. Most of the leaf houses were also manufacturers, but there were also a number of exclusive manufacturers who came into prominence in the 60s. These included Mayrisch Bros., H. Englebrecht, John S. Bowman, John Schafer, Caba, Martinez & Co., Jose Diaz, Garcia & Co., I. S. Rosenbaum & Co., Lewis Bros., Plagemann & Clancy, Jos. Bremer & Co. and others. The manufacturing industry grew rapidly until the anti-Chinese movement brought about



A FAMOUS CIGAR STAND IN SAN FRANCISCO BEFORE THE FIRE.

the exclusion of Chinese laborers and gave the trade a backset from which it has never recovered.

The early retail trade also had its prominent names, and out of this branch of the trade grew up most of the larger jobbers of later days. Joseph Brandenstein was in the retail firm of Holz & Brandenstein in 1850. Adolph Sutro, famous as a multi-millionaire miner, later the Populist Mayor of San Francisco and at his death the largest owner of San Francisco real estate, was one of the early retailers. Edward Cohn, the predecessor of the M. Blaskower Company, which last year turned over twelve retail stores to the United Cigar Stores Co., and is still a heavy jobber, began business at 627 Clay street in 1853, when he succeeded a "forty-niner" named Levine. Eugene Sichel monopolized a goodly portion of the richest trade at his stand in front of the Pantheon saloon on California street. H. Sutliff, a Kearney street dealer, had the "Barbary Coast" trade, and is reputed to have had the biggest trade in manufactured tobaccos. Other pioneer retailers were Becker Bros., at Clay and Montgomery; Raphael's, on Kearney, near California; Herstel's, at Clay and Montgomery, and Van Ahnden's, in the then outskirts of town on Kearney near Market. The Michalitschekes began to be heard of in the early seventies, and Mose Gunst came into prominence about 1875. About the same time changes came rapidly. A big and profitable business began to develop with the Comstock, the Blaskower-Cohn interests brought in the first shipment of cigars over the newly completed transcontinental railroad, and the big retailers began to import goods, and soon developed into jobbers themselves. These changes left the trade practically in the hands of those who now control it, and may be considered as marking the advent of the modern era.

The F. F. Elsner Co., 167 Dearborn street, is a new concern which has just started in business in Chicago to help supply the demand for cigar bands, ribbons and similar goods for decorative glassware. They are handling the finest imported German goods, and the glassware is all of the best blown glass. They are also bringing out many exclusive novelties. They sell only to the trade.

# Cyclopedia of Tobacco Trade Terms

Names and definitions classified in convenient form for ready reference by retailers and jobbers.

Compiled by C. Fred: Crosby

## GENERAL TERMS.

BRAND.—The specific title under which a particular make of cigars, cigarettes, little cigars, smoking or chewing tobacco, or snuff, is packed and becomes known to the trade and to the consumers.

PRIVATE BRAND.—A brand which is owned or controlled by a dealer or jobber, and which he may have made by any manufacturer he sees fit, changing it from one factory to another if he desires.

FACTORY BRAND.—A brand owned by a manufacturer, for which he may give exclusive control to certain jobbers or dealers in certain clearly defined territory for a specified term of years.

OPEN BRAND.—A brand owned by a manufacturer which is offered and sold to any one in the trade without restrictions as to who else shall sell or handle it.

ADVERTISED BRANDS.—Brands to which the manufacturers have given wide publicity through the newspapers, on bill boards and by other means.

CLEAR HAVANA CIGARS.—Cigars which are made entirely from Cuban grown tobacco.

SEED AND HAVANA CIGARS.—This term is usually a misnomer, as it is ordinarily applied to all cigars containing any Havana tobacco, intended to retail at 10 cents each or upward. The great majority of so-called seed and Havana cigars are made with an Havana filler, a domestic binder and a Sumatra wrapper. Other so-called seed and Havana cigars are made with an Havana filler, a domestic binder and a wrapper of Connecticut, Florida, or Mexican wrapper. The term "seed and Havana cigar" does not, in the trade usage, apply to a cigar intended to retail for five cents, although it may be made in a similar manner to the goods which generally bear that title.

ALL HAVANA CIGARS.—Term infrequently used and means the same as a clear Havana cigar.

PURE HAVANA CIGARS.—Same meaning as clear Havana cigars, and but little used.

HAVANA CIGARS.—A name which has come to have little significance, as it is frequently applied to cigars which have not a shred of Cuban-grown tobacco in their makeup. Originally it was used to designate cigars which contained a generous proportion of the Cuban leaf, although not absolutely clear Havana.

CLEAR PORTO RICAN CIGARS.—A term which is but just coming into use, and is employed to designate a cigar made entirely from Porto Rican grown tobacco.

PORTO RICAN CIGARS.—The general term applied to cigars made in Porto Rico, the great majority of which are made from Porto Rican tobacco, although in some cases the native tobacco is either blended or wrapped with leaf grown in the United States, Mexico or elsewhere.

SUMATRA WRAPPED CIGARS.—Cigars with a wrapper of Sumatra leaf, and generally containing an Havana filler, with a domestic binder.

MANILA CIGARS.—The trade term for all cigars made in the Philippines, the vast majority of which are manufactured in the city of Manila or its immediate suburbs.

DOMESTIC CIGARS.—Strictly speaking, this term applies only to cigars made entirely from tobacco grown in the United States, although it is somewhat loosely used at times to designate any cigar made in the United States, in distinction from an imported cigar.

IMPORTED CIGARS.—In trade parlance limited exclusively to cigars from Cuba.

KEY WEST CIGARS.—Now obsolete except as applied to cigars actually made in the city of Key West. For many years the term was loosely applied to all clear Havana cigars made in Florida, whether at Tampa, St. Augustine, Jacksonville, or elsewhere in the State.

BLUE LABEL CIGARS.—Cigars packed in boxes bearing the blue label of the Cigar Makers' International Union, denoting that they were made in factories working under agreement with that organization and in which only union cigar makers are employed.

UNION LABEL CIGARS.—The same as Blue Label Cigars.

UNION MADE CIGARS.—Cigars made by cigar makers connected with the Cigar Makers' International Union, and which may or may not bear the blue label of the union upon the boxes.

CHEROOTS.—A roll of tobacco similar to a cigar but made from the cheaper grade of tobacco, and of indifferent workmanship.

STOGIE.—A roll of tobacco of the same general character as a cheroot. Pittsburg and its immediate suburbs has long been famous as the chief centre of the stogie industry, although they have also been made in various other sections of Pennsylvania, as well as in Ohio and West Virginia.

TOBIE.—A name used interchangably with stogie. Cheroots, stogies and tobies are all classed in the Internal Revenue returns as cigars.

LITTLE CIGARS.—Diminutive cigars, generally retailed in packages of ten; and originally known, and for a number of years described in the Internal Revenue returns as All Tobacco Cigarettes.

## CIGAR COLORS.

The color designations are not used with the same care by all manufacturers, and cannot be relied upon as an infallible index. They may also vary somewhat from year to year, as crops run more largely to dark or more largely to light shade. They run as follows:

COLORADO-CLARO.—Slightly darker.

CLARO.—Darker and shading toward reddish brown.

CLARO-MADURO.—A ripe, rich dark red.

MADURO.—Darker, and shading more toward a deep brown.

MADURO-OSCURO.—Still darker.

OSCURO.—Darkest of all.

Oscuros, Maduro-Oscuros and Maduros were once the most popular colors; then for a number of years the lightest shades were most in demand; but during the past two years there has been a change, and the fashion seems to have set in strongly toward the dark colors again.

## SHAPES AND SIZES OF CIGARS.

There is no arbitrary gradation of sizes, and many of the terms in use vary largely with different manufacturers. In the standard shapes there is a general correspondence, but different manufacturers in their endeavors to give the largest variety, introduce various gradations of their own, to which they give various fanciful names of their own, which have no real technical significance. The following are the most common terms general to all maunfacturers of high grade goods:

COQUETAS.—A small, daintily made cigar, little larger than a cigarette, usually resembling the Perfecto in shape.

PETIT DUCS.—Of the same general style as the Coqueta, but slightly larger.

PURITANOS.—A medium sized cigar tapering slightly toward each end.

PURITANOS FINOS.—Of the same general character as the Puritano, but usually slightly larger, and presumably made with somewhat more care.

CLUB HOUSE.—A short, thick cigar, tapering slightly at the ends.

LONDRES.—An almost straight cigar, with a blunt end at the head, and tapering but slightly to the tuck.

LONDRES GRANDE.—Of the same shape as the Londres, but somewhat larger and supposedly more carefully made.

BREVA.—Of the straight or Londres shape, usually considerably larger, but much more loosely rolled, and packed under pressure so that it is flattened into an oval shape instead of remaining round.

PANATELA.—A long, straight cigar, but extremely small in diameter.

TRAUBUCO.—An exaggerated Perfecto, with a considerable bulge in the centre.

MEDIO PERFECTO.—Somewhat smaller, and made with less care than the Perfecto.

(*Continued on page 142.*)

Principino ⸗ Principino ⸗ Principino ⸗ Principino

The WEST INDIES CIGAR COMPANY

Last week we told the retail trade about our "OLD GOVERNMENT PLANTATION" Cigars. This week we desire to call your attention to the




# PRINCIPINO

A PORTO RICAN CIGAR
OF PURITY AND FLAVOR

¶ There is no difference in quality, workmanship or in the sizes between "PRINCIPINO" and "OLD GOVERNMENT PLANTATION," simply a choice of labels. Ask your Jobber for a sample line

## The West Indies Cigar Company

Office, 138 PEARL STREET, NEW YORK

Factories, ARECIBO and UTUADO, PORTO RICO

The WEST INDIES CIGAR COMPANY

Principino ⸗ Principino ⸗ Principino ⸗ Principino

## CYCLOPEDIA OF TRADE TERMS

(*Continued from page 140.*)

PERFECTO.—A fine and gracefully shaped cigar of generous size, tapering gradually to a fine point at each end.

PERFECTO FINOS.—Somewhat larger and presumably made with more care than the regular Perfecto.

INVINCIBLES, IMPERIALS, BISMARCKS AND MAGNIFICOS, with other similar terms, are used by manufacturers for their largest and finest sizes, and are usually made in Perfecto shape.

REINA VICTORIA was originally used to designate cigars of the Perfecto shape tied in bundles with a narrow strip of ribbon, but latterly it has lost something of that significance and is frequently applied to a sort of modification of the Perfecto shape.

The word or words designating the size and shape of the cigar appears on the center of the box front, and is known in the trade as the FRONT MARK, but there are innumerable front marks in use, such as After Dinners, Between the Acts, Fancy Tales, and so on, which convey little idea as to shape or size.

### CIGAR MAKING TERMS.

CASING.—The process of dampening the tobacco, so that it can be handled by the cigar makers without breaking and crumbling.

STRIPPING.—The process of removing the stems and ribs from the tobacco leaf.

BLENDING.—Mixing leaf tobacco of different types and growths to produce mellowness and uniformity.

FILLER.—The tobacco which constitutes the inside or the chief part of the cigar.

LONG FILLER.—Filler the full length of the cigar

SHORT FILLER.—Filler of various lengths, usually from one-quarter to one-half the length of the cigar.

SCRAP FILLER.—Filler composed of scraps and cuttings considerably smaller than Short Filler.

BINDER.—A large section of leaf rolled about the filler to hold it in shape.

WRAPPER.—The section of leaf which covers the filler and binder, and determines the appearance of the cigar when completed.

WRAPPER SELECTOR.—The man who carefully examines the leaf in the factory and culls out what is most suitable for use as wrappers.

HAND MADE.—Cigars that are rolled entirely by hand.

SPANISH HAND MADE.—Cigars that are made by a superior workman possessed of great skill and deftness of fingers, giving the cigar a character and finish entirely different from ordinary hand workmanship.

CUBAN HAND MADE.—Practically the same as Spanish hand-made.

MOULD WORK.—The process of making in which the workman puts the filler inside the binder, and then places it in a wooden mould to acquire the desired shape before the wrapper is put on. Mould work requires far less skill than hand work and is therefore cheaper, and the cigars are of an inferior character.

TEAM WORK.—A method employed in some factories whereby a number of cigar makers work together, the less skilled putting the filler and binder together and passing it on to another more skilled, who shapes the cigar and puts the wrapper on. This seems to expedite the work and reduce the cost of production, but it is done at the expense of the workmanship and finish of the cigar.

SUCTION TABLE.—An ingenious device by which the cigar is rapidly rolled in a fold of canvas, the tobacco being held in place by the suction of a current of air. Suction tables have come to be largely used in the production of cigars retailing for five cents or less, although some manufacturers employ them on higher priced goods.

SORTER.—The man who takes the cigars when they come in bulk from the hands of the cigar makers, and assorts them according to the shade and color of the wrapper, so that those of the same shade are placed together in the boxing.

PICKERS AND PACKERS.—The same as sorters.

CIGAR FLAVORS.—Preparations used by some manufacturers, particularly those making the cheaper grades of goods, and supposed to give their product better flavor and aroma. Different preparations of licorice are largely used for this purpose. Other flavors are prepared by soaking the stems and sometimes the scraps of really fine Havana tobacco for a considerable time, and then extracting the juice under high pressure.

### CIGAR BOXES.

FOURTHS.—Boxes containing 250 cigars. These are extremely rare in the American trade at the present time, although at one time almost every manufacturer had some demand for them. Fourths are still quite commonly used in England.

TENTHS.—Boxes containing 100 cigars. Less than a quarter of a century ago the great majority of cigars made and sold in the United States were packed in tenths.

TWENTIETHS.—Boxes containing 50 cigars. For a number of years and until quite recently twentieths were in greater demand than any other size in the United States. There are many of them still in use.

FORTIETHS.—Boxes containing 25 cigars, which have grown rapidly in favor with the American trade during the last few years, gradually superseding twentieths, as they had previously superseded tenths.

EIGHTIETHS.—Boxes containing either 12 or 13 cigars, generally the former. It is only comparatively recently that eightieths have come into use, as formerly the Internal Revenue stamp for fortieths was the smallest issued. Stamps for eightieth packings were originally designed for the convenience of manufacturers in getting out samples, but it was found to be a convenient size for the use of travelers, and also a desirable size for many buyers at the Christmas holiday. The demand for this size is still small, however, in comparison with that for fortieths and twentieths. These various packings are those legally provided for by the United States revenue laws, and any other number except 500 cigars, would constitute an illegal package liable to confiscation by the revenue officers.

BACK LABEL.—The label which appears upon the inside of the cover of a cigar box; usually a handsome piece of lithographic work in colors.

(*Continued on page 144.*)


# THE BIG REPEATERS




MADE OF THE HIGHEST GRADE STOCK BY SKILLED UNION LABOR IN A MODERN, INDEPENDENT, HYGIENIC FACTORY.

BEST STANDARDS FOR PRICE ON THE MARKET




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Highest Grade All Havana Cigar on the Market. **Steele Wedeles Co.,** Distributors in Their Territory.

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Highest Grade Clear Havana. **Schaffner Collins Co.,** Distributors for Chicago and Illinois.

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Best 5c. Cigar Sold. Selling 500,000 Month. **Steele Wedeles Co.,** Distributors for Their Territory.




These Three Established Brands are Proving Big Winners to All Who Handle Them.

CORRESPONDENCE INVITED FROM JOBBERS ONLY IN TERRITORY NOT HANDLED BY FIRMS MAMED

## CONGRESS CIGAR CO.

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# THE REASONS WHY




The AMERICAN WEST INDIES TRADING COMPANY'S products are

# ALWAYS ON TOP

The most perfect organization headed by expert and skilled workmen from Cuba.

The ownership of the finest tobacco plantations in the Caguas Valley (the Vuelta Abajo of Porto Rico).

The ablest staff of road representatives.

If you are not handling LA TURINA or annexed brands---YOU SHOULD.




FACTORIES AT
SAN JUAN, CAGUAS, AND LA CIDRA, PORTO RICO

ADDRESS ALL COMMUNICATIONS TO
147 WATER STREET, NEW YORK



## CYCLOPEDIA OF TRADE TERMS

(*Continued from page 142.*)

TOP LABEL.—A label sometimes used upon the top of the cover of a cigar box; seldom used except in the case of holiday or other special packages.

END LABEL.—The label which appears upon the right hand end of a cigar box. When tenth packings were in vogue, the ends of the boxes were almost square, and the end label showed up conspicuously. In the twentieth and fortieth packings there is less room for the end label, which frequently overlaps upon the top and bottom of the box and is less attractive than formerly.

NAIL TAG.—A bit of ornamental paper, usually oval in shape, and of more or less elaborate design, pasted over the front and top of the box to conceal the nail by which the cover is tacked down.

STRIP STAMP.—The long, narrow stamp pasted around cigar boxes near the end to denote payment of the Internal Revenue tax. Manufacturers are required by law to so affix these stamps that they will be broken when the boxes are opened, and dealers are required to further deface the stamp when the box is emptied.

IMPORT STAMP.—The stamp affixed to boxes of imported cigars to denote the payment of customs duty. These were formerly similar in character to the Internal Revenue stamp, except that they varied in color. The regulation was changed some two years ago and now the import stamp is much less conspicuous than the strip stamp and is affixed to the bottom of the box.

CAUTION NOTICE.—A slip of paper bearing the number of the factory and the Internal Revenue district in which the cigars are made, together with the statement that all requirements of the law have been complied with, and warning that the box must not be used again. The law is imperative that such a notice shall be affixed to every box of cigars.

BRAND OF FACTORY.—The number of the factory and the Internal Revenue district, together with the number of cigars the box contains, which the law requires shall be burned into every box in which cigars are packed.

EDGING.—The paper pasted about the edges of a cigar box, sometimes in plain white or colored strips, but more frequently lithographed in some fanciful design, often embodying the name, initials or monogram of the manufacturer, or the name of the brand.

### MANUFACTURED TOBACCO.

For many years there were practically but three or four general varieties of manufactured tobaccos made in the United States, namely Plug, Twist, Finecut and Granulated, the first being used for both smoking and chewing, the second and third for chewing, and the latter exclusively for smoking. Of late years the varieties have been greatly increased, and many of the names originally employed in Great Britain have become more or less common in the United States. Plug tobacco, once universally sold and used all over the United States, is growing less and less in demand year by year. The following are the varieties of manufactured now most used:

BIRDSEYE.—A cut tobacco originating in England, in the manufacture of which the stems were cut up with the leaf, and standing out round and light in the mass present the appearance of birds' eyes.

CAVENDISH.—A cut tobacco to which a certain amount of sweetening is applied in the process of manufacture, so called from its inventor, Lord Cavendish.

CURLY CUT.—A tobacco so finely shredded as to present the appearance of coarse hair.

CUT PLUG.—A tobacco prepared in a similar manner to the ordinary and then cut ready for use before packing.

FINE CUT.—Tobacco cut into long shreds and highly moistened and flavored for chewing. This was originally packed in wooden buckets and barrels, to be retailed to the consumer by loose weight, and was sold in enormous quantities. Its use has been steadily decreasing for many years, and such as is now sold is usually packed in small tinfoil packages.

FLAKE CUT.—A coarsely granulated tobacco, usually packed in tins, for smoking.

GRANULATED.—Finely pulverized tobacco, usually packed in cloth bags, and used exclusively for smoking.

HONEY DEW.—A type long in favor in England, similar to Cavendish, but more finely shredded.

KILLIKINICK.—A mild granulated smoking tobacco flavored with the leaves of a species of bitter willow.

KANASTAR.—Coarsely shredded Havana tobacco, similar to the modern snuff.

LONG CUT.—Tobacco cut in long and rather coarse strips, for smoking.

MIXTURE.—There are mixtures in almost infinite variety, combining tobaccos of different growths. They were practically unknown up to within comparatively recent years, but have obtained wonderful vogue, and are steadily growing in favor.

ORINOCO.—A mild, granulated smoking tobacco, packed in cloth bags.

NAVY.—A plug tobacco of a coarse, strong type, made in both light and dark colors, at one time in great demand among both landsmen and sailors. Used for both chewing and smoking.

NAVY CUT.—Of the same general type as the Navy tobacco, but cut ready for use at the factory.

NEGROHEAD.—A dark plug, or cut plug tobacco, containing an excessive quantity of sweetening.

NAILROD.—A variety of highly compressed tobacco, quite popular in England.

PLUG.—Hard pressed flat cakes of tobacco, formed from different combinations of leaf of various growths and strengths, sweetened and flavored according to various formulas. This was for nearly a century the form in which tobacco was most commonly manufactured and sold in the United States, and considerable quantities are still used, although it by no means is as generally consumed as it was 25 years ago, and the demand seems to be steadily decreasing.

PIGTAIL.—See Twist.

ROLL.—Similar to Plug, except that it is shaped in round rolls instead of flat layers.

RETURNS.—A tobacco similar to the English Shag, except that it is more finely cut. It derives its name from the fact that it was originally manufactured by

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A FIVE CENT CIGAR OF MERIT

Made in Philadelphia—the home of the Best Five Cent Cigar




Made by men that know workmanship and quality

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PHILADELPHIA

returning the ordinary shag to the cutting machine and running it through a second time.

Scrap.—A tobacco made from the scraps and cuttings of cigar factories, packed both with and without being sweetened or flavored. Used for both smoking and chewing. Its use has grown to enormous proportions in many sections of the United States within the last few years.

Shag.—A coarse, long cut, unflavored tobacco, for many years an enormous seller in England.

Twist.—A tobacco highly sweetened and flavored, and then woven and braided by machinery into large strands resembling a cable. Also called Pigtail.

## TYPES OF TOBACCO.

There are innumerable minor divisions and subdivisions into which leaf tobacco may be divided and sub-divided, most of the principal tobacco growing countries having numerous districts in which tobacco is raised which varies more or less from that grown in all other districts.

The principal tobacco growing countries are the United States, Cuba, Sumatra, Turkey, Porto Rico, Mexico and the Philippine Islands, although there is hardly a country in the world outside the frozen zones where the cultivation of tobacco has not been tried with greater or less success.

Some of the types vary widely, while in other cases they are so closely related that only an expert could detect the subtle shades of difference. The following is perhaps the most complete summary of this kind that has ever been attempted, and yet it might be extended and further divided and sub-divided almost indefinitely:

## TYPES OF CUBAN LEAF TOBACCO.

Vuelta Abajo.—Grown in the Province of Pinar del Rio, near the western end of the island, and universally conceded to be the finest type of cigar leaf in the world. The average annual production in a normal year is not far from a quarter of a million bales. Among the sub-divisions of Vuelta Abajo are Mantua, Remates, Guane and Vinales, which are of the heavier types, in demand for blending with lighter leaf; San Luis, fine light wrappers; San Juan y Martinez, also superior wrapper leaf; Rio Hondo, light and aromatic; Consolacion del Sur; Pinar del Rio, which is descriptive of the leaf grown in the geographical center of the province; Bajas, Consolacion del Norte, and Parti Sur, the last three being among the less desirable of all Vuelta Abajos.

Semi-Vuelta.—A heavy, aromatic tobacco, grown in the Province of Pinar del Rio, but distinctly separated from the genuine Vuelta. The average production of Semi-Vuelta in a normal year is about 20,000 bales, and practically all of it comes to the United States.

Partidos.—Grown principally in the Province of Havana, and highly esteemed because of its plentiful yield of leaf suitable for wrappers. It is of a much lighter quality than Vuelta Abajo, and is desirable for blending with the heavier tobaccos. The normal yield of Partidos is not far from 80,000 bales. There are several subdivisions of Partidos, of which the most prized is the famous Tumbadero, noted for its fine wrappers; La Salud, second only to Tumbadero, which it greatly resembles; Artemisa, a rich, aromatic filler leaf; Govea, a rich leaf, fairly plentiful in its yield of wrappers; Bejucal, which is fairly good; and La Seiba, Wajai Caimito and San Jose de las Lajas, which are all more or less inferior.

Remedios.—Grown in the Province of Santa Clara. Strictly speaking, the Remedios tobacco is raised in a comparatively small area of the province, but the term is somewhat loosely applied to leaf produced in a considerable area, and which is sometimes collectively classed as Vuelta Arriba. There is also some tobacco grown in the Province of Puerto Principe which is sold as Remedios.

Santa Clara.—Grown in the central portion of the Province of Santa Clara, and of excellent flavor and aroma. The Santa Clara leaf is frequently described and sold as Remedios, and has done much to enhance its reputation. Other sub-divisions under which tobacco grown in the province are sometimes described include Cienfuegos, Colonia, Santo Domingo, Sagua and Trinidad, and are more or less lacking in quality, and have served to detract from the reputation of Remedios. The Sancti Spiritus is another classification applied to a leaf grown in the province which stands midway between the better and the inferior growths generally sold as Remedios.

Yara.—Grown in the Province of Santiago de Cuba, and easily the least desirable of all Cuban tobacco. Mayri and Gibari are subdivisions of Yara. The average crop of Yara in a normal season is about 12,000 bales, and most of it is exported to Germany, although some is taken by Canada and Central America.

## TYPES OF DOMESTIC CIGAR LEAF.

Baltimore Cuba.—Grown in the Miami Valley in Ohio; long leaf, of good body, with a fine and silky but tough texture; sweats a uniform color, and is used for both wrappers and fillers.

Belknap.—Grown in Connecticut Valley and in New York; a sub-variety of Connecticut seed-leaf, and possessing the same general characteristics.

Connecticut Broadleaf.—Grown in Connecticut Valley, New York and Wisconsin; large leaf, extremely broad in proportion to length, with fibres at right angles to mid-rib; used for wrappers and binders.

Connecticut Seedleaf.—Grown in Connecticut Valley, Pennsylvania, New York, Ohio, Wisconsin, Minnesota, Indiana, Illinois and Florida; broad leaf, strong, thin, elastic, silky, small fibres, sweetish taste, and light color; used for wrappers, the lower grades for binders and fillers.

Cuba.—Grown in Pennsylvania, New York, Wisconsin, Florida and Louisiana; small leaf grown from imported seed, generally of fine aroma; used for wrappers, fillers and binders.

Duck Island.—Grown in New York and Pennsylvania; broad leaf, handsome appearance; used for wrappers, binders and fillers.

Florida.—Grown in Florida; fine texture, thick but elastic; when grown in certain soils becomes freely spotted with white specks; used for wrappers, binders and fillers.

Glessner.—Grown in Pennsylvania, New York and




Morris D. Neumann Jos. Guckenheimer

Morris D. Neumann & Co.
Cigar Manufacturers
Philadelphia

High-Grade Seed
and Havana Cigars
El Tello, Thomas Nelson

High Grade 5c. Cigars
White Knight, Sherlock Holmes

Wisconsin; large, handsome leaf, fine texture, soft and elastic; used for both wrappers and fillers.

Havana Seedleaf.—Grown in the Connecticut Valley, Pennsylvania, Ohio and Wisconsin; extremely thin leaf of fine texture and delicate flavor; used for wrappers.

Kite-Foot.—Grown in Indiana; short, wide leaf, apt to cure a greenish color; used only in cheapest cigars, cheroots and stogies.

Little Dutch.—Grown in Ohio and New York; extremely narrow leaf, thick and short; used chiefly for fillers.

Lancaster Broadleaf.—Grown in Pennsylvania and Wisconsin; delicate leaf, of fine, silky texture; used for wrappers, binders and fillers.

Pennsylvania Seedleaf.—Grown in Pennsylvania, New York, Wisconsin, Ohio and Minnesota; coarser and darker than Connecticut Seedleaf, and used for cheap cigars, cheroots and stogies.

Spanish Seedleaf.—Grown in New York, Wisconsin and Illinois; medium sized leaf, of uniform dark color; used for wrappers.

Sumatra Seedleaf.—Grown in Florida, Connecticut and Texas; of comparatively recent origin, raised from seed imported from Sumatra, much of it being grown under tent cloth or other shade; leaf light in weight and color, narrow with fine ribs; great things were promised of this leaf upon its introduction, but it has not come up to expectations as a wrapper tobacco.

Texas.—Grown principally in Dallas county, Texas; the newest type of cigar leaf to attract attention; soil upon which it is grown is claimed to be identical with that of the most favored tobacco growing districts in Cuba; medium sized leaf, of fine, silky texture, and fine aroma; used for wrappers, fillers and binders; Texas tobacco grown in 1905 sold for a higher average price than any other cigar leaf raised in the United States.

Vallandingham.—Grown in Wisconsin; large, pointed, smooth leaf; used for wrappers, fillers and binders.

Wilson's Hybrid.—Grown in New York and frequently designated as Little Spanish, and also as Corn-Cross Havana; medium sized leaf, of fine texture; used for wrappers, fillers and binders.

Zimmer Spanish.—Grown in Ohio and Wisconsin; medium sized leaf, of fair texture; used for wrappers, binders and fillers.

## PRINCIPAL TYPES OF EXPORT TOBACCO.

Bay.—Grown in Maryland; large, heavy leaf, red spangled and yellow.

Bullface.—Grown in Virginia, North Carolina and Tennessee; large, heavy, oval-shaped leaf, tough, small stems and fibres.

Burley.—Grown in Ohio, Kentucky, Virginia, Maryland, Missouri, Indiana and Tennessee. There are several varieties of Burley, white, red and yellow, and at least two distinct shapes of leaf, one long and broad and the other much narrower. The different varieties and grades of Burley tobacco are used for many purposes, for fancy wrappers for plug tobacco, for plug fillers, and for cigarettes, smoking and chewing tobaccos, both singly and in combination with other types; it has also been used in the manufacture of cheap cigars, stogies and cheroots. Immense quantities of Burley are exported to the principal European countries, it being in especial demand by the French Regie, in Great Britain, Germany and Italy. Burley tobacco is also much used by manufacturers in the United States.

Clarady.—Grown in Kentucky and Tennessee; large, smooth, heavy leaf, extremely broad; in considerable demand in Switzerland, where it is used for cigar wrappers, and in the Regie countries in Europe.

Frederick.—Grown in Virginia and Tennessee; a rough but rich and heavy leaf, much in demand in England and Germany.

Gooch.—Grown in Virginia and North Carolina; broad, round leaf, cures a bright yellow; much in demand for export, as well as by domestic manufacturers of cigarettes and smoking tobacco.

Hickory Leaf.—Grown in West Virginia; leaf of fine fibre and texture, and bright color; in demand for plug wrappers and fillers and smoking tobacco, as well as for export.

Johnson Green.—Grown in Virginia, and said to be a cross of Orinoco and White Stem; large, heavy leaf, of strong flavor.

Long Green.—Grown in Virginia; coarse and heavy.

Lovelady.—Grown in Virginia, Tennessee and Indiana; long, narrow leaf, extremely heavy; exported principally to Africa.

Mann.—Grown in North Carolina; leaf of good body, heavy and gummy.

Orinoco.—Grown in Virginia, Maryland, Missouri, North Carolina, Tennessee and West Virginia; there are several varieties of Orinoco, including the red and yellow, and the big and short; they are largely exported, and are used by domestic manufacturers of plug and smoking tobaccos.

Pryor.—Grown in Virginia, North Carolina, Kentucky, Tennessee, Missouri and Indiana; there are several varieties of Pryor, including the blue, yellow and white, and the silky; they are used for plug wrappers and fillers, in some instances for cheroot and stogie wrappers, as well as for export.

Shoestring.—Grown in Tennessee, Kentucky, Missouri and Virginia; long, narrow leaf, dark and heavy, used for dark navy tobacco, and exported in large quantities to Germany and other European countries.

Sleek Stem.—Grown in Tennessee; large, long leaf; heavy and dark; largely exported.

Thickset.—Grown in Kentucky, Missouri, Maryland, West Virginia, Tennessee and Ohio; long, narrow leaf, of coarse fibre, and extremely heavy.

Twist Bud.—Grown in Kentucky, Missouri and Maryland; large, screw-shaped leaf, extremely heavy.

Williams.—Grown in Tennessee; large spreading leaf, rich, dark and gummy; also known as Beat-All; extensively exported to Great Britain and Germany.

Yellow Mammoth.—Grown in Tennessee; extremely large leaf; coarse and heavy; exported in strips, and for Swiss wrappers.

## OTHER TYPES OF DOMESTIC LEAF.

Adock.—Grown in North Carolina; used for yellow wrappers and fillers, and for fine smoking tobacco and cigarettes.

Baden.—Grown in Maryland; short leaf; light and

(Continued on page 152.)

*Hill's Tobaccos have a Reputation of upwards of 130 years for purity and excellence of Quality*

HILL'S

BADMINTON

LATAKIA

MIXTURE

2oz., 4oz. and 8oz. Hermetically Sealed Tins Only

*Badminton Mixture is Hill's Leading High Class Brand*

*Manufactured in Three Strengths*

Write for Illustrated Price List of Tobaccos to

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MAKE A SPECIALTY OF

PIPE REPAIRING FOR THE TRADE

Boiling in Oil a Specialty

46 CENTRE STREET, NEW YORK

# Late New York and Out-of-Town News

## HIGH RENTS IN SAN FRANCISCO

**Cigar Men Watching to See How Business Districts Will Readjust Themselves.**

SAN FRANCISCO, May 4.—Retail cigar dealers formerly in San Francisco, are still more or less at sea as regards the future. All the best known dealers have announced their intention of returning to the city just as soon as locations can be found. Nevertheless, few, if any definite arrangements have been made by the exclusive cigar retailers for future stores. Many of the trade are a little in doubt as to just where the new business districts of San Francisco will be. Just at present Fillmore street, which has the distinction of having the first cross town street railway line outside of the burned district is the favored retail street. Residences along this thoroughfare are being rapidly converted into business houses and numerous temporary structures are going up. Rents have already gone high, however, and the retail cigar trade as a whole is not disposed to pay them, especially when the property holder, as is usually the case, demands a two or three years' lease.

Henry Batt, a well-known retailer, who is expecting to return to San Francisco in the near future, made a canvass of Fillmore street and vicinity yesterday looking for a location, but he concluded that the rents demanded were exorbitant in view of the present or probable trade in that locality. He found that the call in that district was almost entirely for five-cent cigars and that, in view of the temporary character of the improvements being made, there was little to hope for in the future. He concluded to wait a few weeks for an opening in the down-town district which he believes will not be long in coming. PACIFICO.

## CINCINNATI TRADE WAIT DEVELOPMENTS

**Much Speculation As to Effect of Entrance of United Stores Co. Into the Queen City.**

CINCINNATI, May 7.—The entire local trade is discussing the entrance into Cincinnati of the United Cigar Stores Co., by the purchase of the lease of the building at 414 Vine street, held by W. W. Bozman. J. T. Carew, the owner of the building in which the store is located, is on record as against releasing the store to the United people at the expiration of the present lease. The lease has still four years to run.

Some dealers have already become panic stricken and seem to feel that the United is coming in here to put them out of the business. Others say there need be no such fears. There ought to be business here for everyone, if not as profitable business as in times past. As I pointed out last week, Cincinnati is peculiar in many respects. Most cigar dealers get their business on their own personality, and each has a clientele to which he has catered for years and which has clung to him loyally. Those who have endeavored to do business here along other lines have failed and, for the most part, failed miserably. A man's personal popularity is what counts.

Trade continues to flourish in all of its branches. The manufacturers and jobbers are declaring that they are overstocked with orders and they expect a busy Summer. Retailers are busier than bees in clover. There seems to be no let up, and everyone is enjoying some of the benefits of the present era of prosperity.

The situation in the scrap war remains unchanged. Manufacturers are still paying from 24 to 26 cents per pound for raw material and selling at the same old prices. No one has yet been put out of the business.

Gassman & Verkamp is one of the several firms that was approached by the United Co. The price asked by the Two Oscars, however, was so large that it made Mr. Young's eyes stick out, and the deal was immediately declared off. WALNUT.

### SAILED FOR PORTO RICO.

A. J. Lachman, president of The West Indies Cigar Co., sailed for Porto Rico Saturday, accompanied by Mrs. Lachman. Mr. Lachman expects to remain some time in the island to visit the factories of the company at Ariceabo and Autoado, and to confer with Gregorio Falco y Lopez, the manager of the Porto Rico plants.

## LOCKWOOD RESIGNS AS TRUSTEE

**Further Complication in Winding Up the Affairs of Bankrupt Association.**

Wm. E. Lockwood, who was elected trustee of the bankrupt Retail Cigar and Tobacco Dealers' Association, tendered his resignation at a meeting of the creditors held Tuesday afternoon. Owing to the fact that there was only a small representation of the creditors present, Nathaniel A. Prentiss, the referee, adjourned the meeting until May 25th, when the resignation of Mr. Lockwood will be acted upon, and a new trustee elected.

As yet there has been no examination of the bankrupt. Referee Prentiss stated at Tuesday's meeting that after the election of the new trustee this examination would be in order. The next meeting of creditors will be held at the offices of Referee Prentiss, 120 Broadway, at 2 p. m., May 25.

## REJOICING IN THE QUAKER CITY

**Manufacturers Pleased That Prospective Strike in Coal Mining District is Averted.**

PHILADELPHIA, May 7.—The news which came at the close of last week from the vast anthracite fields of Pennsylvania that there would probably be no strike is most welcome to local cigar manufacturers. For since strike talk became prevalent there has been curtailment of business, and during the last few weeks a large number of hands have been laid off. With the strike settled it is certain that there will again be work, because from all the country outside the coal regions good business is coming.

Jeitles & Blumenthal are engaged in filling heavy orders from the West and South; El Draco Co. is steadily finding new territory for its Hunter and Rutherford; the Morris D. Neuman factory is busy as can be on White Knight and other favorites, and the Cinco people are as always selling their full production.

Trade interest was aroused by announcement that a restaurant company had secured a 21-year lease on the building northeast corner of 15th and Chestnut streets, the first floor and basement of which is occupied by Yahn & McDonnell, the well-known retailers.

The line of goods being manufactured by Manrara Bros. in their new Tampa factory were shown to the trade during the week by Andrew W. Lennox.

Jacob L. Mayer, representing Gonzalez, Mora & Co., remained in town this week finding an unexpectedly large amount of business for his firm. Mr. Mayer announced to his friends that he proposes to make Philadelphia his home hereafter and in a few weeks will bring his family from Cardington, O. E. R. G.

### LANE MAY BECOME A BANKER.

It was reported last week that Robert E. Lane, the secretary and treasurer of the bankrupt Retail Cigar and Tobacco Dealers' Association, would open a bank for the convenience of curb operators in Wall street. Lane proposed to open a bank in his cigar store at 6 Wall street. Some of the brokers are said to have taken kindly to the proposition, and early in the week the prospects were that Lane would have little difficulty in securing the money necessary to float the scheme.

### RETURNED FROM THE SOUTH.

Charles S. Morris has returned to New York after a successful business trip through the South. He covered the territory west as far as Texas. Business prospects are bright, and the field for the sale of La Integridad cigars is constantly widening.

## SMALL STRIKE IN HAVANA

**Stripper Women in One Factory Quit Work and Trouble Is Magnified by Newspapers.**

HAVANA, May 5.—The Eden cigar factory of Calixto Lopez & Co. has been having some trouble the last few days with the women tobacco strippers. While one of the daily papers came out with sensational headlines of a new tobacco strike, on personal investigation the news dwindled down to a strike of some 40 women in the Eden factory because of dissatisfaction with the hours of work. A few cigar selectors also left in sympathy, but the strike has not become general. Calixto Lopez & Co. refuse information to all who ask, but wish to say through TOBACCO that the incident will not affect their general output and their weekly exports.

The Primavera or Spring rains have been general throughout the tobacco growing districts, and many of the planters have already begun their escojidas. From the latest reports over half of the crop consists of tobacco suitable only for the European market and local consumption, but of the balance there is plenty of serviceable tobacco of good burn and aromatic quality. The Remedios and Santa Clara section, including Camajuani, will be above the normal yield, and amount to close on to 250,000 bales in all. This tobacco is in great demand by all seed and Havana manufacturers in the United States, and is the same of which there has been so much talk of late in regard to an attempt by a millionaire American house with Havana connections to corner the market.

Following the San Francisco disaster, the subject of earthquakes has come to the front in Havana. In my visits to the different factories after my regular business is over, the first question asked is my opinion in regard to Prof. Nowack's theory of the coming tidal wave and earthquakes in Cuba during the month of May. Many do so in jest, while others seem more or less serious and worried by the predictions of this sensational scientist. The first date of disaster is May 19, when, according to Prof. Nowack, a great tidal wave will sweep our beautiful Malecon into the sea, followed later by earthquakes of more or less serious consequence. ROSAM, JR.

### CIGAR LEAF MEN IN CONVENTION.

The eighth annual convention of the National Cigar Leaf Tobacco Association was opened at Dayton, O., last Monday. A number of important matters were discussed, and action was taken that will have no little influence on the tobacco leaf industry during the coming year. In his address, the president, A. Bijur, reviewed the progress of the year, the Philippine tariff bill and the probable bearing of the measure on the trade, the Cuban reciprocity treaty, tariff revisions, the Association's investigation of the Tobacco Trust, the dock weight law, the new anti-coupon bill, the Federal bankruptcy law, statutory packages of cigars, and the sampling of cigar leaf.

### ENLARGING CIGAR DEPARTMENT.

The salesroom of Geo. S. Nicholas is being moved to the floor of the Nicholas building, formerly occupied by the Cuban-American Manufacturing Co. An opening will be made in the wall connecting the new quarters with the old. The change will secure for the cigar department of the house a number of improvements that will facilitate business. A larger storeroom will be built and a humidor with a far greater capacity will be installed.

### CIGAR MEN ON THE DIAMOND.

Some of the energetic employes of the Waldorf-Astoria Segar Co. have organized a baseball team, and the manager, Geo. H. Hyde, is out with a challenge to play any team in the tobacco trade.

### DONN WOOD GOES WITH MANUEL LOPEZ & CO.

Donn Wood has signed a contract to represent Manuel Lopez & Co. in the Middle West.

## SEASONABLE TRADE IN ST. LOUIS

**Good Orders From Outside Points and Fair Counter Sales by Retailers.**

St. Louis, May 7.—Business has been fairly good the past week. The usual Summer trade prevails. Good orders are coming in from the country and the local counter sales are about the same as usual at this season.

W. F. Falk, local representative of the Erlich Mfg. Co., is laid up at the Planters with rheumatism. He had arranged, however, for the office employees of the Wm. A. Stickney Cigar Co. to visit the Garrick Theatre last Monday night to see Mrs. Leslie Carter in "Adrea" as his guests.

Wm. A. Stickney, president of the Wm. A. Stickney Cigar Co., who has been in Europe for several months, is expected home soon after May 15.

John Wright, of the T. Wright & Co. Cigar Co., says that their deal on Owls has started in finely. They expect a large output of Owls in the next 60 days. Their weekly shipments of Owls have been increased by 100,000 additional. Mr. Wright received a postal card from Col. S. James Springer last Friday, mailed from San Francisco on April 30, which read as follows: "This is to let you know that I am still in the land of the living. The law of compensation equalizes all things. I need a check. No trunk, as I carry all my belongings on my back." Col. Springer stated on the postal that he would leave on the night that the postal was written for Los Angeles.

The Friedman Columbia Dome Cigar Co. is getting settled in new quarters at 2nd and Pine streets. The old quarters at 916 Locust street, were too small for the growing business.

The Chas. Donovan Cigar Co. report a good business on Big Bear made by Rosenthal Bros.

"Billy" Moss, of Moss & Lowenhaupt, chairman of the Press Committee of the T. P. A.; Wm. Kirchoff, a national director, and Wm. Moskoff, a director of the Missouri division, were prominent cigar men in attendance at the State convention last Saturday. W. C. Howland.

### NOTES A GREAT IMPROVEMENT.

Louis G. Deschler, of Indianapolis: "I note a great improvement in Tobacco during the yast year. What I like better than anything that I see in any of the different trade papers, is the 'Mint of Hints,' in Tobacco."

## TROUBLE FOR TRUST IN CHICAGO

**Promised Litigation Against Its National Cigar Stands Auxiliary for Infringement.**

Chicago, May 7.—A far reaching move in the interests of the independents against the trust may be started in Chicago shortly in the way of legal action by the National Cigar Store, Incorporated, of 160 Dearborn street, against the National Cigar Stands Co., Inc., praying for an injunction against the latter to restrain them from using a name similar to that of the plaintiff. It is understood that the effort will be made to prove that the National Cigar Stands Co. is a part and parcel of the trust, and that the various allied companies are in collusion and are guilty of conspiracy in restraint of trade.

W. F. Crowley, one of the best known and most popular cigar representatives resident in Chicago, has severed his connection with John W. Merriam & Co., with whom he has been connected for the past two years and a half. He has not announced his future connection as yet. Ed., otherwise known as "Pierp" Morgan, will continue to see local trade on the Henry Irving and other brands for John J. Dolan, as he has been doing for the past six months.

The F. F. Elsner Co., cigar bands, ribbons, glassware, etc., for decorative purposes, have added an extensive line of post cards. It includes a fine showing of imported goods ranging from the lowest priced cards up to those retailing at 25 cents each.

W. F. Monroe is well satisfied with his jobbing business on the Tadema of Arguellez, Lopez & Co. and the Manuel Lopez & Co. product. The Tadema he has sold to his own high grade retail trade for the past 20 years and has made it one of the most popular clear Havana cigars in the city. The Manuel Lopez & Co. brand has been created on this market by Mr. Monroe, coupled with the energetic and high grade efforts of D. H. Sallinger, local representative of Manuel Lopez & Co. In the two years since Mr. Monroe became the distributor for this brand a vigorous and systematic campaign has been made, and the brand can now be found in leading clubs and high grade drug stores and restaurants all over the city.

The Schaffner, Collins Co., wholesale cigar jobbers and manufacturers, have moved to their new location on the sixth floor of the Cable building, Jackson and Wabash avenues. They report an excellent trade on the brands with which they have been identified ever since they started in business three years ago, the Famabella, the Victorias of Garcia, Pando & Co., the Dolly Madison five cent cigar of I. N. Carvalho and the La Palina clear Havana cigar of S. Paley & Co., as well as other brands. Both members of the house are hard, conscientious workers and richly deserve the success with which they are meeting. Van.

### LA FLOR DE A. FERNANDEZ GARCIA BRAND.

This is one of the most reliable and well known brands of Havana cigars, but since R. Fernandez & Co. became the possessors, in July, 1905, the factory has been taking a rapid stride forward. From a production of 1,000,000 cigars per year, they are working now at the rate of 5,000,000. The owners are Don Ramon Fernandez, Don Antonio Rodriguez and Don Saturnino Garcia de la Hoz, the latter having been admitted as a member of the firm on February 2nd of this year. It can truly be said that no better combination of thorough cigar manufacturers exists, who know the ins and outs of every detail, and where every man is doing his utmost at his post to further the prosperity of the concern. The factory has at least a year's supply on hand of the choicest vegas of the Vuelta Abajo of the 1905 crop, and with the excellent connections of this firm there ought to be a bright future in store for it. The factory is located at 170-172 Neptuno street.


**It Pays to Advertise in "TOBACCO"**

**ROSENTHAL BROS.**
**CIGAR MANUFACTURERS**
**341 to 353 E. 73d St.**

New York, Feb. 23, 1906.

TOBACCO,
150 Nassau St., City:

Gentlemen—We are in receipt of your various communications enclosing various requests from different parts of the country relative to our Big Bear Cigar.

In yours of the 20th inst. you state: "We enclose herewith letter asking for the manufacturers of the Big Bear Cigar. It pays to advertise in Tobacco."

We wish to state that it certainly seems to pay to advertise in your paper, for we have had so many requests in the past few weeks that if we wished to avail ourselves of all, we could have had all the business we could attend to.

Thanking you for your kind attention, we remain,

Yours very truly,
(Signed) Rosenthal Bros.


### TAKE THREE COPIES WEEKLY.

J. S. Hill, of Cincinnati: "We take three copies of Tobacco every week; I get one, my bookkeeper gets one, and we have one for the benefit of our salesmen. That's what we think of Tobacco."

### A PRIZE WINNING BRAND.

The demand for El Rigodon brand of Porto Rico cigars, manufactured by Durlach Bros., is steadily growing. These goods won the highest possible honors at the St. Louis Exposition, and their merit is not only recognized by an official award, but by smokers, who are calling for them in larger quantities.

### FINDS IT A NECESSITY.

Henry Straus, of Cincinnati: "I read Tobacco every week. I find it a necessity. Tobacco has wonderfully improved during the year."

## Trade Personals

Catlin.—John Catlin has been engaged by Simon Reigel Cigar Co. as New Jersey and Pennsylvania representative.

Catlin.—William Catlin, representing T. J. Dunn & Co., has returned from a trip through New England and left early this week on a two weeks' trip through West Virginia and Ohio.

Craig.—Walter Craig, of Marcelino Perez & Co., is calling on his friends in Cleveland this week.

Halpern.—Irving Halpern, representing Balbin Bros., has returned from the Middle West after having opened a number of new accounts and securing good orders from the firm's old customers.

Sachs.—Edward Sachs, representing Balbin Bros., is hustling in Kansas City at present preaching on Elisardo cigars.

Schuchart.—Jonas Schuchart, representing T. J. Dunn & Co., is traveling through Oklahoma this week.

Thorsch.—Victor Thorsch, representing T. J. Dunn & Co., is calling on his friends in St. Louis this week.

Werner.—Theo. Werner, of T. J. Dunn & Co., visited Boston and Portland, Me., recently.

Whiteman.—S. R. Whiteman, one of the leading cigar men in New London, Ct., visited New York late last week.

### THE FINEST IN THE UNITED STATES.

William Best, of the Best & Russell Company, Chicago: "Unquestionably the finest tobacco journal published in the United States. The illustrations, special articles and news are all in line with the highest journalistic ideals."

## HAVANA MANUFACTURERS' ASSOCIATION

**An Organization That Has Accomplished Much for the Independents.**

The Havana cigar manufacturers formed an association for mutual protection of their interests many years ago, which was known originally as "La Union de Fabricantes de Tabacos," but the title was changed nearly two years ago to the above heading. This association pays the closest attention to all matters bearing upon the welfare of the trade which it ably represents. To watch the tariff laws of countries importing Havana cigars is one of its most prominent objects, and another more important subject still is to put a stop to the wholesale falsification of trade descriptions in connection with cigars. This system of falsification has become a crying evil in many countries, but thanks to the energetic action of this corporation it has been considerably lessened. While formerly cigars of all countries tried to usurp the title which in reality belonged to cigars made in Havana, the smokers are now guarded against these fraudulent imitations by means of a label and warranty stamp issued by the association by the authority of the government of the Republic of Cuba, and pasted on the boxes of Havana made cigars. The original label bore the early title of the association, but through the independence of the Republic of Cuba considerable changes were found to be necessary. The title was changed to the present one, and instead of the Captain General and the Spanish coat of arms, the new label has the Cuban coat of arms as well as the seal of the President of Cuba. The portrait of Christopher Columbus, or, in Spanish, "Cristobal Colon," remains the same, while a blank space is left for each manufacturer to either put his name or his brand in blue ink. The boxes of all cigars leaving Havana bear this label, and therefore are a perfect guarantee to the consumer of the legitimacy of the contents. The label has been well advertised throughout the tobacco trade all over the world, and every smoker of imported Havana cigars ought to be aware of its existence. The president of the association is Don Rafael G. Marques, who has held this position for a number of years. Nearly all the Havana manufacturers are members. The secretary is Don José C. Beltrons, who devotes a great amount of time and energy in perfecting the organization and furthering the objects of the Union.

ROBERT HARTMANN
M'F'G OF HIGH GRADE
*Advertising Showcards & Novelties*
239 CANAL ST. CORNER CENTRE *NEW YORK.*

HAVANA MOSAICS

In order to introduce our Beautiful *Glass Ash Trays* decorated with cigar bands *we are offering 4½ inch trays* with solid brass backs, furnished in a variety of treatments with photo centerpieces and gold leaf bands for

ONLY $3.75 PER DOZEN

Dealers all over the country are making fine profits out of our assortment of bands, crowned heads, presidents and other specialties. Write for prices on blown glass in different sizes.
MAKING ASH TRAYS IS THE MOST POPULAR FAD OF THE DAY.

WESTERN NOVELTY CO., 53 River St., CHICAGO, ILL.

JOHN J. SANDER
Cigar Manufacturers' Supplies

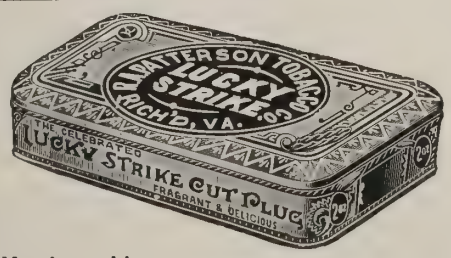
Patent Cigar Gauges — S. A. Schneidler's Cuban Blades, 18 shapes

113 MAIDEN LANE, NEW YORK

Authorized Agent for Miller, DuBrul & Peters Mfg. Co.

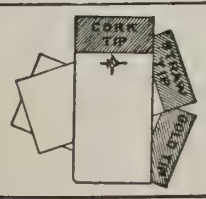
FALK TOBACCO CO.

MANUFACTURERS OF
High Grade Smoking Tobaccos, Cigarettes, Etc.
Factory, RICHMOND, VA.
Main Office, 149 Broadway, New York
ADDRESS ALL COMMUNICATIONS TO NEW YORK OFFICE




**Without a rival in Merit or a competitor in Popularity**

Manufactured by
**R. A. PATTERSON TOBACCO CO.**
**Richmond, Va.**
THE LEADING INDEPENDENT MANUFACTURERS




L. KEHLMANN,
IMPORTER OF
CIGARETTE PAPER, CORK AND STRAW TIPS, ETC.
All kinds of Labels, Printed and Embossed. Machine-Made Cigarette Tubes. Special Cigarette Paper in Books for Tobacco. Cigarette Paper Printing of Every Description.
176-178 Centre Street, - - New York
ESTABLISHED 1890

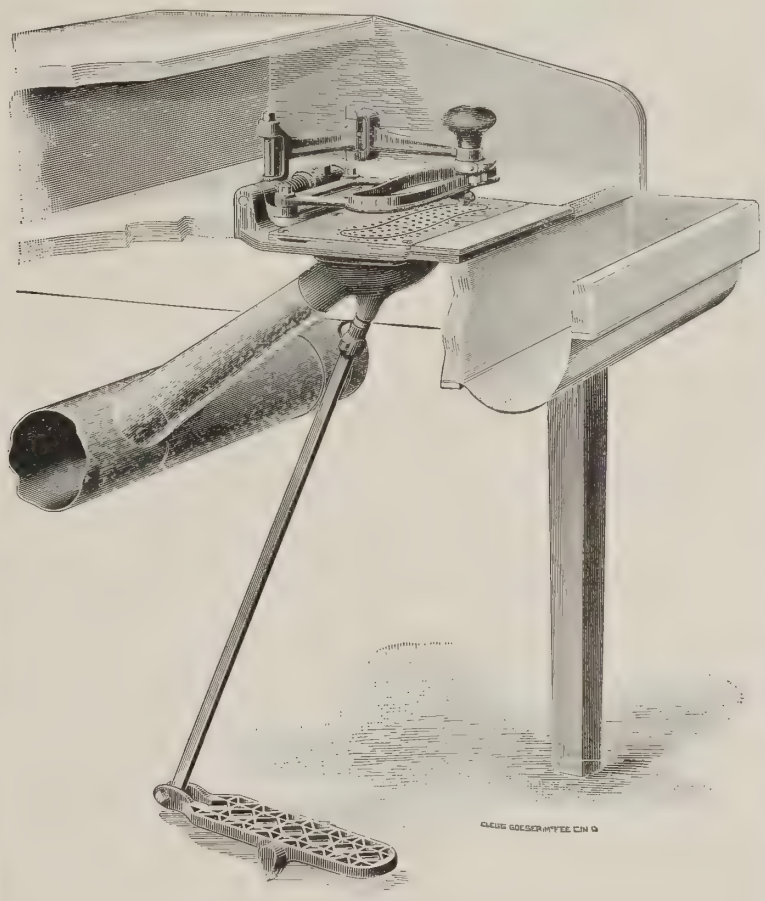
# Right Wrapper Cutting.

Any mechanical system of making cigars should embody as closely as possible the actual, logical and reasonable way of working by hand, so as to duplicate hand work in every particular.

Prehistoric suction systems, while very well enough in their way, have a fatal objection in that they cut wrappers by a method that is fundamentally wrong.

We used to make them that way ourselves and we know that any suction table with a die over which a roller runs to cut out the leaf, cannot help bruising out the leaf instead of cutting it.

Wherever a die is used to cut out the wrapper, the wrapper is cut from the outside and not from the inside as is done in hand work.



DU BRUL DIELESS SUCTION BOARD

You may not think this makes much difference, but if you will examine cigars rolled up with die-cut wrappers, you will find a white shaggy edge instead of a clean-cut edge, and even on light wrappers, although the white streak may not be so prominent, the shaggy edge is there just the same.

The use of a die requires the use of rollers passing over the cutting edge, and the use of rollers dulls the edge of the die and bruises the leaf instead of really cutting it.

In the DuBrul Dieless Suction System the wrapper is cut from the inside.

It is cut with a rolling knife, exactly duplicating the rolling motion of the cigarmaker's knife in hand work.

That's why the DuBrul Dieless System is far superior to die construction, and that's one of the reasons why we have abandoned the die construction.

A word from you would bring out a lot of other reasons.

Ask us.

THE MILLER, DUBRUL & PETERS MFG. CO.,
No. 1 Madison Ave., New York City.
507–519 E. Pearl St., Cincinnati.

TOBACCO
· ESTABLISHED · 1886 ·

DEVOTED EXCLUSIVELY TO THE INTERESTS OF THE WHOLESALE AND RETAIL CIGAR AND TOBACCO DEALERS

PUBLISHED EVERY THURSDAY
by the
**Tobacco Trade Journal Company**
150 Nassau Street, New York

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TELEPHONE, 4603 BEEKMAN.

Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers. We make no charge for publishing such information.

**TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.**

NEW YORK, THURSDAY, MAY 10, 1906.

## *"TOBACCO" ANNIVERSARY NUMBER.*

Every one who obtains a copy of this Anniversary Number should examine carefully the outside cover. It is so striking that it will be sure to challenge casual attention, but it is worthy of much more than that. It is a genuine work of art, will repay the closest inspection, and would alone constitute a notable souvenir of TOBACCO's Twentieth Anniversary.

## *WE ARE "IT."*

TOBACCO has attained its twentieth birthday and commemorates that event with the Anniversary Number that is now submitted to the trade. It is proud of the achievement—of both the birthday and the manner of commemorating it—and it is ready to gather up any bouquets that may be thrown at it by way of manifesting approval.

It confesses frankly that it enjoys the serene consciousness of meriting approval. It made some rather glowing promises when the Anniversary Number was first announced, and it feels sure that the general verdict will be that those promises have been redeemed. It pledged itself to offer to the trade an issue of TOBACCO which, for permanent value of the articles contained, beauty of printing, variety and excellence of illustrations, and general tastefulness of appearance, should surpass anything previously published in the journalism of the trade in any country; and if anybody is rash enough to deny that it has now done so, it is prepared to cover him with confusion by demanding that he produce his evidence. Such evidence can't be produced. No publication equaling this Anniversary Number in beauty of appearance and in permanent value and interest of contents has ever been attempted in tobacco trade journalism, and until we surpass it ourselves we shall claim that it fixes the high water mark in undertakings of this character.

And there is no portion of the Number in which it feels a greater pride than in the advertisements which it carries. Here is an array that has never been surpassed in quantity, in the high character and quality of the advertisers, in the representative review of the trade which they afford, or in the tasteful typography which distinguishes them. If there were nothing else in the Anniversary Number except these advertisements, they would suffice to make it interesting and noteworthy; and any one who fails to study them with care will miss an opportunity that is not often presented.

Speaking seriously, TOBACCO feels that it has deserved well of its patrons and of the trade generally. It has striven hard to produce something that should be worthy of the friendly support that has been extended to it, and it believes that both it and the trade will find something to remember in its Twentieth Anniversary.

## *THE CAMPAIGN OF EDUCATION.*

The campaign of education inaugurated by TOBACCO some 18 months ago to dissipate the senseless prejudice entertained by the great mass of smokers that dark colored cigars were necessarily strong, and that light colored cigars were milder and sweeter, has borne splendid fruit, and has proven of almost incalculable advantage to every branch of the trade.

It was a campaign founded on reason and common sense, and it set in motion forces for the real enenlightenment of the smoker. It was taken up by the trade and secular press in all parts of the world, and results already accomplished have been most far reaching.

The color of the outer wrapper has practically nothing to do with its strength or mildness. Contrary to the belief so long entertained by a multitude of smokers, the color of the wrapper does not afford the slightest indication as to the color of the filler tobacco inside the cigar. The cigarmakers receive a certain number of wrappers and a certain quantity of filler tobacco, which are made into cigars without the slightest thought as to combining light filler with light wrapper or dark filler with dark wrapper.

When the cigars have been finished and it is impossible to determine which contain the dark and which the light or medium colored filler, they are assorted according to the shade of the wrappers, merely that they may present a uniform appearance in the box. It may be, and often is, the case that the darkest filler is beneath the lightest wrapper, and the lightest filler beneath the darkest wrapper.

Furthermore, the light colored tobacco in the best cigar leaf is light because it is plucked when imperfectly ripened and is not fully cured in the subsequent processes of sweating fermentation. As a result the light colored cigar leaf is lacking the high quality and aroma of the matured, fully ripened and cured dark tobacco. In a majority of cases the light colored leaf is acrid and bitter to the taste.

Dark cigars are almost invariably sweeter, finer flavored, more aromatic and more wholesome than the pale, bilious-colored cigars, so that the man who selects a dark cigar gets the best value for his money.

TOBACCO has caused these facts to be thoroughly disseminated throughout the trade, and urged dealers and counter salesmen to educate smokers upon the subject. Manufacturers were induced to issue folders and booklets embodying this information, and a vast deal of good has been accomplished, while the campaign of education is going on and on, gathering to itself fresh weight and emphasis like a gigantic snowball rolling down the mountain side with constantly increased force until it becomes a mighty avalanche which nothing can resist.

## *LAWS REGARDING TOBACCO.*

In looking over the remarkable array of notable articles contained in this Anniversary Number the reader will find it worth while to fix his attention upon the one which presents a compendium of the laws regulating the use of tobacco in the various States of the Union and in nearly all the tobacco-using countries of the world. It contains information of the greatest value to all manufacturers of and dealers in tobacco, and yet this information has never before been brought together and made accessible to the trade.

In compiling it the editor felt that it was absolutely essential that the facts should be obtained from official sources. In nearly every instance the statements made are based upon transcripts from statutes and State codes furnished by the Secretaries of State of the various States. In a few instances, where the Secretaries of State failed to respond, the Attorneys-General have furnished the desired information. In no instance has a statement been made without official authority therefor. It will be readily seen that this adds greatly to the value of the article. Such information is useless unless it is absolutely trustworthy, and the information given in this article comes from unquestionably authoritative sources.

One definite impression which the reader will derive from a perusal of the article is that if laws could control a natural appetite or an acquired taste, the manufacture of cigarettes, for example, would long since have ceased to be profitable. Yet it is precisely this branch of the manufacture of tobacco that has increased with incredible rapidity during the last few years, not only in the United States, but throughout the world.

## THE UNION BLUE LABEL

**Written for Anniversary Number by G. W. Perkins, President Cigarmakers' International Union.**

CHICAGO, Ills., May 2, 1906.

It is a difficult matter to advance reasons why all manufacturers should use the Union blue label of the Cigar Makers' International Union without first going into some of the details of the cigar business and the Cigar Makers' International Union.

Owing to the formation of the Trust, whose purpose it is to subjugate, crush out of existence and destroy all independent manufacturers who will not subordinate themselves and surrender to the Trust, we must meet them with something besides sentiment. One of the first moves to accomplish its end inaugurated by the Trust was the employment of female, child and always cheap labor.

I hold that the present wonderful success of the cigar industry is due largely to that untiring interested individuality that the various manufacturers, superintendents, foremen, etc., have placed at the disposal of the business, and as an econoomic truism assert without fear of successful contradiction, that in countries and communities where wages are highest and the hours of labor shortest, civilization has reached the highest ebb.

The Cigar Makers' International Union and its blue label means well paid, well conditioned, loyal, helpful citizens, taking their places in the ranks of those who go to make up the bone and sinew industrially and socially, in our great country, who are enabled to keep their children in school, where they are receiving the necessary and preliminary training, without which they cannot be properly fitted to fulfill their duties toward themselves and their country when they arrive at the threshold of manhood.

The policy of the Trust if carried to a conclusion, means the child who should be in school is working in the factory, and the father who is the natural bread winner lounging in the child's playground or in some other already overcrowded field of gainful occupation. I know of no better means whereby the Independents can stay the hand of the Trust and save the cigar industry than to adopt the use of the union label.

The union label need not mean anything in particular except anti-trust.

The label tends toward the establishment of uniform prices, which when once adopted will place all manufacturers on an equal basis, in so far as wages, hours of labor and other shop conditions are concerned, and all competition on that score would disappear. An arbitration board could be established, which would effectually end all trade disputes in our trade. I know of no means whereby the trade can be saved from the baneful influence of the Trust, except through the label and the International Union.

Five years ago I made the same prediction, and passing events prove its correctness, while ominous shadows emphasize its soundness. The Trust has its United Cigar Stores, National Cigar Stands Co., and its next move will be to establish stands, one after the other, in all places where cigars are sold. There is danger ahead. Let us unite under the best banner at hand, which we assert is the label and the Cigar Makers' International Union.

F. Raymond, Sr., father of F. Raymond, Jr., treasurer of the F. R. Rice Mercantile Cigar Co., died at his home in Detroit last Monday at the age of 89 years.

# Selling Expense Transformed Into Profits

SELLING expense must be added to cost of goods before profits can be computed. In fact, selling can be either a source of profit or a loss. Progressive jobbers figure it is an element of profit, when for a given sum of money they sell twice or three times as many cigars as are usually sold for the same amount.

After a moment's thought you will admit it requires exceptional ability on the part of the salesman to do this—or—exceptional merit in the goods. It cannot be done unless one or the other is present.

There is where we came in with our claim for Quality.

Opia Cigars are Quality, Quality, Quality. It is our one talking point and it has made good.

There were times, not so very long ago, when almost anything was considered good enough for a five-cent cigar—and no price too low at which to sell it. It even became necessary to give 20 per cent. away.

Just think—20 per cent. given to the jobber—and the jobber tried to think he was getting good cigars. He may have gotten value for his money—but we think poor cigars are dear at any price.

Good cigars—cigars with Quality—Opia for instance, are worth every cent they cost, for by duplicating with 93 customers out of 100 they reduce your selling expense, they add to your prestige, they give you the reputation of handling good goods, thereby increasing the confidence your customers repose in you—and by putting your business on a more stable footing become an element of added profit in themselves.

Now, would you not like to see your business move along such lines? What can be more gratifying to a business man than the knowledge that he has the best goods? That his customers will remain his customers because they cannot get such goods elsewhere?

Write us to-day—at once—order a case of Opia—put them out a box at a time if you wish and watch them duplicate with 93 out of a possible 100 of your customers.

Then you will realize that a part of the selling expense will have become profits and you too will have become a convert to Quality.

**BARNES, SMITH & CO.**
**Binghamton, N. Y.**




"I Stand for Quality"

PETE DAILEY

A GREAT CIGAR

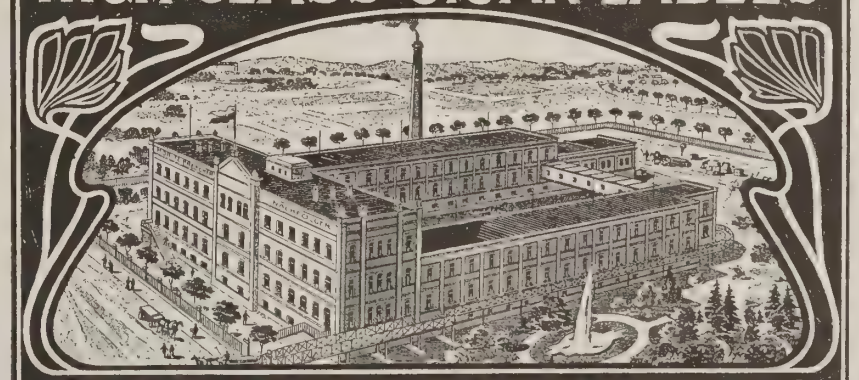
5c.

T. J. DUNN & CO., MAKERS
182-190 AV C, NEW YORK



MANHATTAN BRIAR PIPE CO.
MANUFACTURERS OF
BRIAR AND MEERSCHAUM PIPES
IMPORTERS OF
Smokers' Articles
111 Fifth Ave., NEW YORK

HIGH CLASS CIGAR LABELS



MORITZ PRESCHER NACHF. A.G.
LEIPZIG, GERMANY. ESTABLISHED 1854.
H.F. WAGNER, SOLE REPRESENTATIVE FOR U.S.
47 EAST 12TH STREET, NEW-YORK.

Tobacco is the Recognized Trade Newspaper

## CYCLOPEDIA OF TRADE TERMS

(*Continued from page* 146.)

inclined to be chaffy; bright yellow, but liable to green spots; used for plug wrappers and fillers, smoking mixtures and cigarettes.

CUNNINGHAM.—Grown in North Carolina; short, broad leaf, thick and stalky; used for fillers and smoking tobacco.

BONANZA.—Grown in Kentucky, Ohio, Virginia and Maryland; a cross between White Burley and Yellow Orinoco; used for smoking tobacco and cigarettes.

BULLOCK.—Grown in North Carolina; broad, smooth leaf; yellow; used for plug wrappers and fillers, smoking tobacco and cigarettes.

FLANAGAN.—Grown in Virginia; similar to Little Orinoco, but broader leaf and finer fibre; used for fancy wrappers, plug fillers and smoking tobacco.

GOURD LEAF.—Grown in Virginia; broad, short, fine and silky leaf; yellow; used for plug and smoking tobacco.

GOVERNOR JONES.—Grown in Kentucky; long, narrow leaf, of good body; used for plug and smoking tobacco.

HESTER.—Grown in North Carolina; heart-shaped leaf; fine fibre and silky; bright yellow; used for plug and smoking tobacco and cigarettes.

HONDURAS.—Grown in Virginia, Kentucky and Tennessee; used in plug and smoking tobaccos.

LACKS.—Grown in Kentucky and Virginia; heavy well colored broad leaf, of fine fibre.

PERIQUE.—Grown in a restricted area in St. James Parish, Louisiana; used principally for blending with milder growths in smoking tobacco and cigarettes; although some of it is put on the market in small carrots, for sale to the consumer.

### TERMS IN TOBACCO GROWING AND CURING.

VEGA.—A field in which tobacco is grown. By common usage in Cuba, a buyer contracts to buy all of the tobacco grown in a certain vega, and it is customary to use the term as applying to a lot of tobacco, which is referred to as a vega long after its removal from the place in which it was grown.

CARROT.—A number of leaves of cured tobacco bound together by the stems for convenience in handling. Also a quantity of Perique tobacco cured and pressed together in a hard mass, of a long oval shape, from which a quantity is cut from time to time as required.

BALE.—The bundle in which cured cigar leaf is ordinarily packed for shipment. One hundred pounds is approximate weight of the bale of tobacco.

HOGSHEAD.—The package in which the tobacco exported from the United States to Europe and other countries is packed. The standard weight of a hogshead of tobacco is 1,000 pounds.

SHADE GROWN.—Tobacco produced under the shade of coarse cloth or other fabric, a custom much in vogue in recent years, the results of which have hardly come up to expectations.

SWEATING.—A species of fermentation through which all tobacco passes in the process of curing.

BULK SWEAT.—The most common method of sweating tobacco by piling it in bins, and allowing the natural heat to start the process of fermentation.

FORCED SWEAT.—Process of expediting the fermentation by the application of artificial heat.

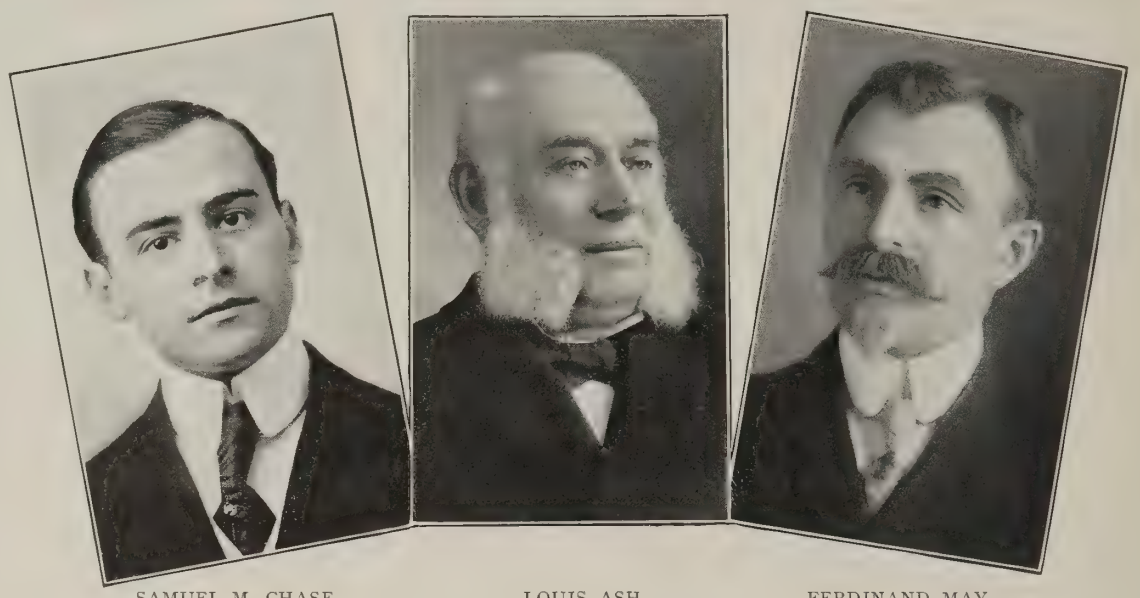
### VARIETIES OF PIPES.

The number of kinds and styles of pipes is practically unlimited, and it would be impossible to even enumerate them all in the space at command. The following are some of those in most general use:

BRIAR.—Made from the roots of the bruyere tree, and enjoying great favor among large numbers of smokers in all parts of the world. The briar is a thoroughly practical pipe, handsome in appearance, cool and sweet smoking, highly durable. Many substances are used in combination with briar pipes, the bits, or mouth-pieces, being made from amber, rubber, bone, horn and celluloid.

CLAY.—One of the most universally used materials for pipes, because of its cheapness. The great majority of clay pipes are made on lines of the severest simplicity, and retail for a cent apiece or less, although a few are made in fanciful shapes, some being highly polished, and sometimes ornamented in colors.

(*Continued on page* 157.)



SAMUEL M. CHASE. LOUIS ASH. FERDINAND MAY.

### A HALF CENTURY OF SUCCESS.

The old established house of Louis Ash & Co. has been actively engaged in the manufacture of the highest grade of seed and Havana cigars for half a century, and is more successful to-day than ever before. Louis Ash the founder is still active, while Ferdinand May, by his energy and enterprise, has more than doubled the business of the house since he became a partner. Samuel M. Chase became a member of the firm at the beginning of the year, and it is hoped and believed that he will make a record equal to that of Mr. May in increasing and expanding the business.

The firm's leading brands are the Commonwealth, Gretchen, Cæsar Augustus and Ashburne, and are handled by leading distributors in all sections.

### "THE GOODS THAT MAKE YOU GLAD."

Everybody in New York that is interested in the highest type of strictly Vuelta Abajo cigars, of absolutely fine Spanish hand workmanship, knows the Rodena brand. Thousands of smokers who have in the past always sworn by the imported cigars will now smoke nothing but Rodenas. The Rodena cigars appeared upon the market at the time when many smokers of imported cigars were beginning to complain of the deterioration of the once famous brands now controlled by the trust, and because of their splendid quality, Rodenas were quickly taken up in place of the discarded imported goods. The illustration below gives an excellent idea of the appearance of a box of Rodenas, "the goods that make you glad."




A BOX OF RODENA PERFECTOS.

## THE GREAT TOBACCO EXPOSITION

**Biggest Event in History of Independent Trade at Madison Square Garden in September.**

The trade of the entire United States is looking forward with eager expectation to the great Tobacco Exposition to be held at the famous Madison Square Garden, New York, September 3 to 15. The President of the United States is to be invited to formally open the Exposition, and the opening day will be signalized by a grand procession through Broadway, 5th avenue and other prominent thoroughfares, emblematic of the cigar and tobacco trade and its wonderful resources.

The United States Government is to be officially represented in the Exposition, and there will be representations from numerous foreign countries, while the independent manufacturers of the United States will be present, a magnificent display through which the trade and the consuming public will receive an object lesson such as was never before offered to enable them to differentiate between the high grade products of the independent manufacturers and the goods turned out by the trust.

Already more than half of the vast space in the Garden has been taken, and among the famous concerns that will be represented are most of the acknowledged leaders among the independent manufacturers of the United States, Cuba and Porto Rico.

The leading railways of the United States are cooperating with the management of the Exposition, and will not only offer low rates of fare and special excursion trains from all parts of the United States and Canada, but through their publicity bureaus will give it the widest possible advertising in all sections. An attendance of fully half a million people is counted upon during the two weeks, including thousands of jobbers, distributors and retail dealers from all parts of the United States.

All in all it will present such an opportunity as was never before offered to the independent manufacturers to gain the attention of both the trade and the consumers at the same time, at a comparatively trifling expense.

One feature of the Exposition will be a number of special days set apart for different interests. There will be an "Havana Day," a "Porto Rico Day," a "Jobbers' Day," a "Drug Trade Day," an "Hotel Men's Day," and Boston, Philadelphia and Chicago days. Already plans are being made to run a special excursion train from Boston for Boston day, and a similar excursion train will probably be arranged for from Philadelphia.

The antagonism of the drug trade has been particularly aroused against the tobacco trust recently, and in all probability there will be an enormous attendance of retail druggists at the Exposition on "Drug Trade Day."

## SIGNS OF ACTIVITY IN BOSTON

**The Past Week Was One of the Most Satisfactory the Trade Has Enjoyed for Some Time.**

BOSTON, May 7.—The first real signs of activity in retail circles was apparent the past week when a noticeable increase in sales was reported. Jobbers also found a healthy increase in their end of the business. Summer resorts are preparing to open and large initial orders are being placed with jobbers by buyers for the hotels. Last year was a big one for the Summer resorts, as all had a good season and paid their bills more promptly than for some years.

The Wardwell Corporation, 340 Washington street, one of the largest eating houses in Boston, and extensive handlers of cigars, have applied for a receiver to settle their affairs.

Charles T. Ellis, representing the Cortez Cigar Co., left Saturday for a short visit to the firm's headquarters in Savannah, Ga., and will probably visit the factory at Key West before his return.

A handsome window display of the Idle Hour slice tobacco, manufactured by the United States Tobacco Co., is noticed in the spacious window of the Federal street store of E. L. Cauley. A new poster which has attracted much attention because of its artistic merit and power to attract attention is a feature of the display. This is the first of many desirable windows that has been secured for a display of the Idle Hour tobacco, which is extremely popular in this market.

A number of the large local handlers of cigarettes were invited by the Nestor Gianaclis Co. to visit their factory Monday, May 7; the occasion was the event of making one of their large blends. It was extremely interesting and instructive to those who had the pleasure of witnessing it.

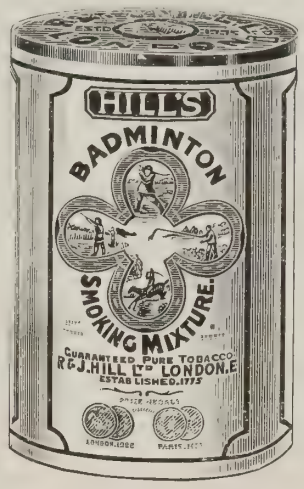
The second annual dance and reunion of the employees of McGreeny & Manning was held Friday evening, May 5. It was a most successful affair and was largely attended. Mayor Fitzgerald was among the guests. A good sum was realized, which will be used for a sick benefit fund. HUB.




ST. AUGUSTINE FACTORY OF GARCIA, VEGA & CARCABA.

### A FAMOUS ENGLISH TOBACCO HOUSE.

One of the most famous and successful firms of independent tobacco manufacturers in Great Britain is the old-established London house of R. & J. Hill, Limited, affectionately known to generations of smokers as "Hill's."




This firm was established in 1775, and for more than a century and a quarter has been successfully catering to the wants of the British and Colonial trade, until to-day it enjoys a world wide reputation for high quality of its various brands of fine smoking mixtures. They are made from special selections of the finest growths of tobacco of different countries, skilfully blended to produce the most pleasing and aromatic combinations.

One of the favorite brands of this house is the famous Badminton Smoking Mixture, which has found favor among the most critical smokers in all parts of the world. It is attractively packed in tins especially designed for export trade, and is particularly adapted to the requirements of dealers who cater to college men and other pipe smokers who want the finest quality of tobacco.

### AN INGENIOUS CIGAR-MAKING DEVICE.

One of the simplest and most practical devices yet introduced in cigar making is Liberman's suction machine for cutting cigar wrappers and rolling cigars. The arrangement for cutting the leaf is a big improvement over old methods. A slight pressure of the operator's foot raises the die and one sweep of the rollers cuts the leaf, never leaving a streak on even the darkest wrapper. Tearing of the wrappers is effectually avoided by the circumference of the roller to measure the size of the die, which cannot pick up a wrapper and cut it up by winding around it. The




vacuum of air is sent through the full length of the die at the same instant, thus giving an even pressure, while a system of interior bevels prevents the leaf from being sucked down between the die and the suction plates. The latter feature insures the leaf being cut just the size of the die and no wider, and prevents the full crease around the edge, such as is frequently caused by other machines.

The operator in preparing the bunch has a free swing for the hand in shaping the bunch, making the cigar essentially a hand-made one.

### CIGARETTE MAKER TO THE KING.

M. Melachrino & Co. have received a cablegram stating that the firm has been appointed by royal warrant of King Carlos of Portugal to furnish cigarettes to his court. M. Melachrino & Co. have received similar favors from nearly all the royal families of Europe, a distinction that may be obtained by high quality.

## KEY WEST BREAKING RECORDS

**Present Year Promises to Be One of Unprecedented Activity for Local Factories.**

KEY WEST, May 3.—The disaster at San Francisco seems to have had no effect in reducing the output of local factories, and shipments are already going forward to that point, with more to follow. The active trade which we have been enjoying since the middle of January is still in evidence, as is verified by the shipments made, which are far in advance of the corresponding period of last year. If present conditions last, as is generally predicted, we will have an unprecedented year.

H. M. Flagler and party were in Key West last Saturday looking over the work in connection with the Key West extension of the Florida East Coast Railway. It is said that the work will soon be in progress in the harbor of Key West in connection with the terminal docks.

The Armas de Oro Cigar Factory is running along smoothly, but at a rapid rate, with the increased force reported last week.

Trujillo & Co. were one of the first to receive instructions by wire to send goods to San Francisco to duplicate goods already in transit. Senor Tato reports the same large force at work as last reported.

The Ruy Lopez Ca. continues with a full house, each department rushed to its full capacity, owing to the many orders on file awaiting their turn to be filled. Irving Thompson arrived at factory headquarters from New York last week to assist in the office work, which has increased materially of late.

The Martinez-Havana Co. is working a good force, but the manager expects to be compelled to reduce it somewhat in the near future, owing to the cessation of orders from San Francisco, where they had quite an extensive run of business. Orders from other points, however, keep up remarkably well.

The E. H. Gato Cigar Co. have heard from their San Francisco distributing agents, S. Bachman & Co., who, fortunately, escaped bodily injury, but were less fortunate as to their store and stock. They have opened a temporary office and goods have already been forwarded. Tomas H. Gato, one of the directors of the company, will leave for Havana next week.

A. W. Arnold, superintendent of the Ferdinand Hirsch Co., reports that he is extremely busy, something on the order of the endless chain, or perpetual motion, turning out goods at a lively rate. James M. Batterton, president of the firm, left for New York last Saturday by the Mallory steamer.

S. & F. Fleitas report having received all during the current week, some specially good orders from Eastern points, and that they have the same good force at work as for the past month.

The Key West Cigar Manufacturers' Association has applied to the judge of the Sixth Judicial Circuit for letters of incorporation, and is busily engaged on some important matters affecting the organization and Key West generally, which will be given out for publication as soon as consumated. MONROE.

### INCREASED DEMAND FOR TURINAS.

The American West Indies Trading Co. reports a splendid increase in the demand for La Turina cigars the past week. Several large orders have been received at the New York office from Leo F. Weiss, the Western representative.

### THE OLD RELIABLE ROYAL BANNER.

The Banner Cigar Manufacturing Company, Detroit, Michigan, was incorporated in 1888. The main output of the factory being the old reliable Royal Banner and its sales steadily increase. Only the best material is used in its manufacture. The highest grade of Havana that can be purchased is used in this cigar. Wherever sold, sales increase monthly. Among the distributors of this cigar are: Franklin, MacVeagh Co., Chicago; Peter Hauptman Tobacco Co., St. Louis; A. S. Goodrich & Co., Milwaukee; Green & DeLaittre Co., Minneapolis; Frank J. King, St. Paul; Long Brothers Grocery Co., Kansas City, Mo.; William G. Pond, Washington, D. C.; Joannes Bros. Co., Green Bay, Wis.; C. W. Kriel, Indianapolis; the Williamson-Halsell Frasier Co., with four houses in Oklahoma, and many other prominent cigar handlers throughout the United States. The officers of the company are M. B. Mills, president; W. T. Barbour, vice-president, and William H. Hamilton, secretary.

### A STORY OF WONDERFUL GROWTH.

The Deisel-Wemmer Co., of Lima, O., manufacturers of the celebrated San Felice cigar, began business in 1891 with a force of a dozen hands, and to-day it furnishes steady employment to between 1,200 and 1,300. It has 17 salesmen on the road, and maintains a Pacific coast agency at Los Angeles, under the management of M. C. King. The San Felice cigar is widely distributed in every State in the Union except Alabama, and a portion of New England. The Deisel-Wemmer Co. also make the famous hand-made, Havana filled and Sumatra wrapped Gen. Stark brand, in five sizes; and the Havana filled, and Connecticut broad-leaf wrapped El Verso in three sizes, both of which appeal with peculiar force to the smoker of fine ten cent cigars. These fine goods invariably bring increased trade to dealers who handle them, and build up business. The officers of the company are Henry Deisel, president; Wm. J. Wemmer, vice-president; Henry G. Wemmer, general manager, and R. J. Plate, secretary and treasurer.

### GEORGE L. STORM AN INCORPORATOR.

A typographical error last week announced Charles L. Storm as among the incorporators of the $20,000,000 United Cigar Manufacturers Co., when it should have been Geo. L. Storm of the well-known cigar jobbing house of Geo. L. Storm & Co.

Wm. A. Stickney, of St. Louis: "I am greatly pleased with TOBACCO as it is now gotten out."

### THEY ENJOY JOHN MERRIAM'S PLUCK.

Editor of TOBACCO:

I have received a great many letters from good independent cigar dealers reading: "I enjoy and look for your ads. every week—give them H—l, but don't mention my name." All of which reminds me of the man who stepped on a banana peel, turned a "Double-Back-Arab" and landed on his *dignity*, when a little girl said to him: "Mister, please do it again, me little brudder didn't see you de udder time."




HOME OF THE ROYCROFTERS "AT THE SIGN OF THE BULL DOG."

I may get bumped—but I am having a lot of fun—also making a lot of REAL HABANA SEGARS "That Sell."

JOHN W. MERRIAM,
"At the sign of the Bull Dog."

### DOING SPLENDID WORK.

Senor Vicente Guerra, of V. Guerra, Diaz & Co., of Tampa: "TOBACCO is doing splendid work for the trade. It is always interesting and there is no better from any point."

### ANTAGONIZING THE DRUG TRADE.

When the United Chemists Co. was incorporated under the laws of New Jersey, with a capitalization of $10,000,000, some weeks ago, it was announced that George J. Whelan was to become the president and the executive head of the concern, and would in all probability shortly resign the presidency of the United Cigar Stores Co.

This naturally created considerable excitement in the drug trade, and one of the first effects was to arouse the strenuous opposition of prominent druggists in many sections against the trust's National Cigar Stands Co. The wide-awake members of the drug trade in all sections of the country are strenuously opposing the National Stands scheme.

TEMPLE & SHAW CO.

SECRETARY
GAGE,
KENWOOD
CLUB,
A STAR 1,
BLACK CAT
AND OTHERS



SALLY WARD,
YALE
PRINCIPE,
LA DISTINCTION,
COUNCILOR,
LA PURADO.
RIGHT PRICES

MAKERS OF HIGH GRADE CIGARS. FACTORY, SOUTH BEND, IND.

RENOWNED FOR QUALITY
KAHN & HEINE
MAKERS OF
HIGH GRADE CLEAR HAVANA CIGARS
300 Canal Street and 63 Lispenard Street, NEW YORK
Leading Brand: LA PILARENA

William Kauder
Manhattan Island Cigar Factory
1408-1410 Avenue A, New York
Manufacturer of High Grade Union Made Cigars for Jobbing Trade Only




Garcia, Pando & Co.
Manufacturers of HAVANA CIGARS
LEADING BRAND
La Victoria de Colon
Factory and Office, 48 Franklin St., New York

FIRST CONSUL
*Absolutely Clear Havana Cigars Made at Key West*
P. POHALSKI & CO., Manfrs.
Office and Salesroom, 203 W. Broadway, N. Y.

Superior Quality and Workmanship

Vicente Portuondo
CIGAR MF'G CO.
PHILADELPHIA
Cigars

Factory No. 968
1st District, Pa.




E. A. CONDAX & CO.
*MAKERS OF*
Straw Tip Cigarettes
305 Pearl Street, N. Y.
*MONOGRAMS A SPECIALTY*




MAKES A SPECIALTY OF
PIPE REPAIRING
FOR THE TRADE
BOILING IN OIL A SPECIALTY
46 Centre Street, New York

*FOR GENTLEMEN OF GOOD TASTE*
SAN FELICE

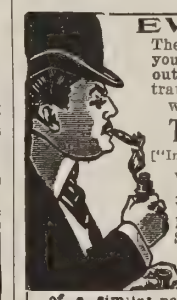



5c. A HIGH GRADE CIGAR FOR 5c.
Sold Extensively by
*Leading Cigar Dealers and Druggists Throughout the United States*
SEND FOR CATALOGUE AND PRICES
Attractive Packages for Holiday Trade
The Deisel-Wemmer Co., *Makers*
LIMA, OHIO

TRUJILLO & COMPANY
KEY WEST, FLORIDA
SUPERIOR HAVANA CIGARS
86 BEAVER STREET, NEW YORK

Harry Erlich, Prest. S. J. Janover, V. Prest. Adolph Mayer, Treas
ERLICH MAN'F'G COMPANY
"Cigar Manufacturers of Quality"
TAMPA, FLA.
241-243 WEST BROADWAY, NEW YORK
410-412-414-416 E. 68th St., NEW YORK

EVERY SMOKER WANTS ONE



The most useful pocket lighter ever invented. Throw away your matches. The "Instanto" produces a steady flame, without matches, by simply removing the cover, as shown in illustration. Lights a cigar, gas jet, kindles a fire, or shows the way in the dark. Useful every day and night in the year.

The "Instanto" Pocket Cigar Lighter
["Instanto" Trade-Mark] IGNITED BY AIR ["Instanto" Trade-Mark]

Will not ignite unless exposed to the air. Absolutely safe. Always dependable. Conveniently carried in vest pocket. With ordinary care is practically indestructible. Handsome Nickel-Plated Lighter, 50 cents; Gun Metal, $1.50; Sterling Silver, $3.50. Special quotations on Solid Gold and Gold Plated Cases. Sent postpaid on receipt of stamps or money order.

Pat. June 27, '05



(¾ size.)

All infringements will be vigorously prosecuted.

The public and trade are cautioned against purchasing other cigar lighters of a similar nature. Law suits are now pending.
Write for price list of our other novelties. AGENTS WANTED.
G. L. STEINREICH & CO., Dept. 18, 190-196 West Broadway, New York.

McKay Steamship Line
TAMPA :: KEY WEST :: HAVANA
Sailings Every Five Days.
Passenger and Freight Rates Lower Than by Any Other Line.
Accomodations First Class—Very Best Service.
Agents:
JAS. McKAY, Havana. GEO. PATTEN, Tampa. TAYLOR & CO., Key West.

ARTISTIC CIGAR BANDS AND RIBBONS
FOR DECORATIVE WORK
Higher Grade BLOWN Glass Trays. Better Selection of Packages
SEND FOR PRICES
F. F. ELSNER COMPANY IMPORTERS OF NOVELTIES 167 DEARBORN STREET, CHICAGO

HEYMAN BROS. & LOWENSTEIN, 430 and 432 E. 59th St., NEW YORK
*Specialists in the Manufacturing of* Fine Seed and Havana Cigars
"Established 1861—If That Counts for Anything"

# A MINT OF HINTS

## FOR UP-TO-DATE DEALERS

COMPILED BY CALUMET III.

### Suggestions for Memorial Day Windows.

Memorial Day brings one of the most notable opportunities of the year for the arrangement of patriotic window displays. The occasion calls up many patriotic memories that its spirit can be interpreted by a design having for its dominant note peace, triumph or solemnity, or the three combined. Sentiment undoubtedly rules the greater proportion of human action, but its influence varies with the character of the sentiment aroused.

Taking the necessarily-practical view of the occasion, it may be remarked that liberal purchasers are scarcely ever found among those who mourn. The opposite feelings will, in many instances, induce liberal buying.

And in decorating windows for Memorial Day these phases of the subject should be kept vividly in mind. It is manifestly unwise to arouse sentiments in the minds of possible customers which will have a tendency to decrease buying. It is sound business policy to create sentiments the tendency of which will have exactly the opposite effect.

The Civil War, the reconciliation of the blue and the gray, and such later events in United States history as the Spanish-American war, may be subjected to treatment on this occasion. Since our late wars there are more soldiers' and sailors' graves to decorate than ever before, and a new interest in Memorial Day has been aroused.

Therefore, the wise dealer who persistently caters to the moods of the great public, will see that his show window pays a fitting tribute to the occasion. to evolve a tableau or decorative scheme appropriately symbolical of any of these episodes, will not entail much expenditure, and anyway, if the effort is even partially successful, the advertising resulting from it will undoubtedly more than compensate for the outlay.

The name Memorial Day instantaneously evokes ideas of flags, shields, portraits, busts, arms, cannon. military regimentals, relics and other associations of the famous war.

Any decorative scheme which may be worked out will necessarily make liberal use of the national colors, and the goods may be arranged in the foreground of the window to suit the taste of the decorator. The attractiveness of the display can be considerably heightened by draping the top and sides of the window with flags, and by choosing for display in that connection some of the numerous brands of cigars named after distinguished military or naval heroes.

The dealer who fails to make a special and appropriate display on any one of the great patriotic holidays, is missing an opportunity to do something that is not only almost certain to bring him immediate returns in the way of increased business at the moment, but establishing at the same time for himself reputation as a partriotic and public spirited citizen, giving his store a standing as an up-to-date and progressive establishment that is well worthy of patronage and encouragement.

### Plain English in Advertising.

It is important in the preparation of advertising copy of any kind, whether it be for a newspaper, or for a circular, booklet or window card, that the dealer should take care to express himself in good plain English. Much good advertising is spoiled which, with a little change in construction, would undoubtedly bring business. Sometimes the dealer in his endeavor to use flowery language, loses sight of or slips upon the main points of his argument and thus fails to drive home to the reader the point which he desires to make.

Then again, dealers in many instances seem to think that because they know what they are trying to say the reader will be sure to understand the argument. This is a mistake. To yield the best results an advertisement should be so worded that the meaning will be absolutely clear and plain.

An advertisement is rightly intended to be a plain, convincing exposition of the inducements and advantages offered to or secured by customers of the store which is doing the advertising. Advertising space costs too much to be wasted. It can be so used that it will be a source of profit or it can be so misused as to be of little or no benefit. It is really surprising how little thought and attention many dealers give to their advertising. They write their advertisement off in odd moments and make the excuse that they are too busy to give much time and thought to such work. It is difficult to imagine a more shortsighted thing to do in a matter of paramount importance.

The dealer who cannot afford to give his advertising a little careful thought, can save money by not attempting to advertise at all. Advertising of the right kind will work wonders, but so-called advertising, that does not really advertise, is time and money wasted.

## Humors of the Trade

OVERHEARD IN BEAVER STREET.

CYNICUS.—"I see that John has got a sop from the trust at last."

CITICUS.—"Yes, I guess that John will get there after a while."

CYNICUS.—"He ought to! A man that can grovel at the feet of the trust as long and as humbly as he has done ought at least to get a dry crust."

CITICUS.—"Don't you believe that the trust will give John turkey and terrapin after awhile?"

CYNICUS.—"No, frankly I don't. The trust doesn't care for dull tools."

RUY LOPEZ CA. TRADE MARK KEY WEST CIGARS

JOHN WARDLOW President
W. MERRIAM, V. P. & Treas.

Made entirely from the finest tobacco grown in Cuba, skillfully blended at Key West, which is only 90 miles from Havana—same climate and workmen. Address all communications to

RUY LOPEZ CA.
141 MAIDEN LANE NEW YORK

Established 1848 G. W. FABER, 36 Beaver St. New York
IMPORTER OF HAVANA CIGARS
SOLE DISTRIBUTORS FOR
"La Comercial" Imported Cigars

E. H. GATO, Pres. F. H. GATO, Vice-Pres. E. H. GATO, Jr., Sec'y and Treas.
E. H. GATO CIGAR CO.
Manufacturers of Highest Grades
CLEAR HAVANA CIGARS
OFFICE, 91 WALL ST., NEW YORK
FACTORIES, KEY WEST, FLORIDA

MARTINEZ HAVANA CO.
MANUFACTURERS OF
Clear Havana Cigars Exclusively
Office, No. 167 Water St., New York

SEGUNDO FLEITAS S. & F. FLEITAS, FRANCISCO FLEITAS
Manufacturers of Clear Havana Cigars.
Factory 234 KEY WEST, FLORIDA. Correspondence Solicited.
Brands: Neta and Ustina.

GEO. W. NICHOLS & CO.
Manufacturers of the "Solace" Brand of Cigars
Made of the Finest Vuelta Abajo Tobacco
Factory No. 158 Key West, Florida
OFFICE AND SALESROOM 47 WARREN ST., NEW YORK
FINE HAVANA SCRAPS FOR SALE

PENINSULAR & OCCIDENTAL STEAMSHIP CO.
The fast U. S. Mail Route to the West Indies, Port Tampa and Miami, Fla., to Havana and Nassau.
Train Service to Shipside Special Winter Service Special Winter Rates
Through tickets on sale at all railway stations. Ticket Agents will secure state-room reservations on request. Further information cheerfully given, write to
P. J. SAUNDERS, Traffic Agent. CHAS. L. MYERS, Manager.
JACKSONVILLE, FLA.

BINDERS FOR "TOBACCO" Common Sense Kind
Sent by Mail $1.25. Delivered at Office $1.00
Tobacco Trade Journal Co., 150 Nassau St., New York

## CYCLOPEDIA OF TRADE TERMS

(*Continued from page 152.*)

Corn Cob.—Made from cobs of Indian corn, treated with a preparation of plaster, to prevent it from burning too quickly, and furnished with a reed stem. A pipe which is literally made and sold by the million every year. Frequently designated as the Missouri meerschaum.

Meerschaum.—The most expensive material from which pipes are made. It is a peculiarly light, soft clay, found in Asia Minor, which, by reason of the ease with which it may be carved and the beauty with which it colors when smoked, has long been highly prized by smokers. The meerschaum pipe industry was for many years confined to Austria, Hungary and Germany, but was later transplanted to New York, where it became firmly established. Originally meerschaum pipes were so expensive that they could be afforded only by the wealthy. A genuine meerschaum can now be retailed at from a few dollars up to several thousand dollars, according to the size and the amount and character of the carving.

Mock Meerschaum.—There are many varieties of imitation meerschaum pipes. The best are made from the shavings and bits of refuse meerschaum that accumulate in the carving of genuine meerschaum pipes, which are ground and mixed together. Pipes made in this way are sometimes known as chip meerschaum. Others are made from common clay and other material, and so stained as to imitate a genuine meerschaum that has been colored by long smoking.

Powhatan Pipes.—These pipes, which were once great favorites, but which are seldom seen in recent years, have bowls carved from a soft red clay found in different sections of the United States, and sometimes known as pipe-stone, with long reed stems.

Porcelain Pipes.—Sometimes called China pipes, were formerly much used in Germany, and by Germans in all parts of the world. They are baked in crockery kilns, and often most artistically painted, but as they have no powers of absorption they afford a peculiarly rank and unpleasant smoke.

Wood Pipes.—Numerous varieties are utilized for making pipes, among them being weichsel, apple-wood, cocoa, cocus, cherry, myall, and hickory.

Hookah.—An adaptation of the luxurious water pipe of the Orient, consisting of a small bowl of meerschaum or other material, affixed to the neck of a glass bottle, partly filled with perfumed water, and having one or more long, flexible rubber stems connected, so that one or a number of smokers can enjoy it at the same time.

Rustic Pipes.—These pipes, sometimes called Sleepy Hollow pipes, are made from wood to which a portion of the natural bark is left adhering. They are carved in fantastic shapes, and although they can be used for smoking, the large majority of the enormous quantities annually manufactured and sold are used for decorative purposes.

Metal Pipes.—Pipes of various metals, as brass and silver, are in common use in various Oriental countries, particularly in China, India and Thibet.

### TERMS RELATING TO PIPES.

Bit.—The mouth-piece, and that part of the stem of which it forms a portion.

Bowl.—That portion of the pipe in which the tobacco is burned.

False Bowl.—A second bowl placed above the real bowl and temporarily used on meerschaum pipes, to prevent the real bowl from becoming burned while the pipe is being colored.

Lid.—A metallic cover, sometimes placed over the bowl of the pipe to prevent the tobacco being scattered by the wind.

Well-Pipe.—A pipe constructed with a receptacle in the bottom of the bowl, entirely separate and distinct from the part in which the tobacco is burned, but connected with the stem near its entrance to the bowl by a small opening, which serves to drain the moisture from the stem into the well, thus in a measure preventing the pipe from becoming foul.

Cartridge-Pipe.—A pipe constructed with a space in the stem for the reception of a specially constructed piece of pith, blotting paper, or other absorbent material, to take up the moisture, and as far as possible prevent the pipe from becoming foul.

Amber.—A material found in and on the shores of the Baltic Sea, and highly prized for mouth-pieces to pipes. It is of a resinous character, and is believed to be the petrified product of submerged pine forests. It is found in small pieces rarely more than a few inches in length.

Ambroid.—The commercial product of amber, made by fusing small pieces by a secret process, under intense heat. The great majority of the pipe mouth-pieces of so-called genuine amber, especially if they be of any considerable size and length, are really made from ambroid.

### VARIETIES OF SNUFF.

The varieties are almost legion in number. In the old days, before the business had become largely concentrated in the hands of the Trust, numerous manufacturers all made many varieties, some of them under formulas of considerable antiquity. The most common varieties at the present time are:

Rappee.—A fine, pungent yellow snuff, highly scented.

Maccaboy.—A dry, dark snuff similar in character to the Scotch, save that it is made from darker tobacco.

Holland.—A dark, moist snuff.

Copenhagen.—A dark, extremely moist snuff, quite similar in character to Holland snuff.

Irish.—A dry, dark snuff.

Lundyfoot.—An intensely pungent, dark snuff, produced by subjecting the powdered tobacco to intense heat.

Brazilian.—Dark, aromatic snuff made from Brazilian tobacco.

Spanish.—Pungent, brown snuff, made from Cuban tobacco.

Cuba.—Similar to Spanish snuff.

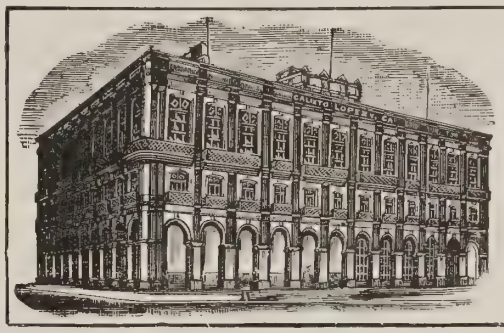
Latakia.—A dark, highly pungent snuff with a most peculiar aroma, made from Latakia tobacco.

Princes Mixture.—A fine, yellow snuff, scented with attar of roses.





J. M. MARTINEZ
MANUFACTURER OF
CLEAR HAVANA CIGARS
Factory 103, Tampa, Fla,
New York Office, 269 Pearl St.
Max Prochaska, N. Y. Manager



EDEN CIGAR FACTORY
OF
BANCES & LOPEZ
HAVANA, CUBA.
Calixto Lopez & Co.
180 Water St., New York
Will receive and attend to orders.
Cigars made strictly of the very best
VUELTA ABAJO TOBACCO.

SUCESORES DE JUAN LOPEZ
INDEPENDENT FACTORY
FLOR DE TOMAS GUTIERREZ DE H. U. DE C. HABANA
FLOR DE JUAN LOPEZ Y CA DE J. L. Y CA HABANA
Gold Medals obtained at various Exhibitions
4 and 6, DRAGONES STREET, HAVANA, CUBA

Fernandez, Wodiska y Corral
MAKERS OF
HAVANA CIGARS
Julia Marlowe, La Sedora, La Duse, Mannatia, Etc.
Tampa, Fla.
El Aguila Nacional, Sir Edwin Arnold, Lacondina, La Lita, Etc.

"JUBILACION"
High Grade Clear Havana Cigars
THE A. SAMUEL COMPANY
144 Water St., N. Y., Makers
Only the finest Vuelta Abajo Tobacco is used in the Manufacture of our Cigars

F. LOZANO, SON & CO.
. . . OUR BRANDS . . .
La Flor de Lozano, Nistal & Co., Narvez, Walls Court and F. Lozano
HAVANA CIGAR
FAUSTINO LOZANO
F. C. LOZANO
NEW YORK OFFICE
8-10 BURLING SLIP
MANUFACTURERS, TAMPA, FLA.

## CIGARS FROM TAMPA

### Shipments for the Week Ending May 5

Consignees:

| New York— | Cases. |
|---|---|
| Y. Pendas & Alvarez | 31 |
| United Cigar Stores | 31 |
| E. A. Kline & Co. | 11 |
| F. Garcia & Bro. | 10 |
| Berriman Bros. | 6 |
| Balbin Bros. | 6 |
| Jose Lovera & Co. | 8 |
| E. C. Hazard & Co. | 4 |
| Samuel I. Davis & Co. | 3 |
| Bustillo Bros. & Diaz. | 3 |
| M. Perez Co. | 3 |
| John W. Surbrug. | 3 |
| Arguelles, Lopez & Bro. | 2 |
| Leopold Powell & Co. | 2 |
| Geo. M. Storm & Co. | 2 |
| L. Sanchez & Co. | 2 |
| Metropolitan Tobacco Co. | 2 |
| Waldorf-Astoria Segar Co. | 2 |
| Belmont Hotel | 2 |
| R. M. Haan. | 2 |
| Apple & Kaspel. | 2 |
| G. S. Nicholas. | 2 |
| Interstate Cigar Co. | 2 |
| J. M. Maaskoff. | 2 |
| National Cigar Stores. | 1 |
| Salvador Rodriguez | 1 |
| Losano Son & Co. | 1 |
| Baldee & Co. | 1 |
| Suskine & Rebfeld. | 1 |
| University Smoke Shop. | 1 |
| Philadelphia— | |
| LeCompte, Dessell & Godloe. | 9 |
| T. H. Hart & Co. | 3 |
| H. B. Grauley Co. | 2 |
| Benghen Hotel | 1 |
| M. J. Dalton & Co. | 1 |
| Yahn & McDonald. | 1 |
| Stearn & Cassady. | 1 |
| Baltimore— | |
| El Arte Cigar Co. | 5 |
| Lilly, Dungan & Co. | 2 |
| Wm. Bouches Co. | 2 |
| Hopper, McGann & Co. | 2 |
| Geo. R. Curtis. | 1 |
| James J. O'Neill. | 1 |
| Charlotte— | |
| Burwell, Dunn & Co. | 2 |
| C. W. Cooke. | 1 |
| Ike Hirschberg | 1 |
| Thaw & Grant, Richmond. | 1 |
| Dunbar & Co., Washington. | 1 |
| Strother Drug Co., Lynchburg. | 1 |
| Norfolk Tobacco Co., Norfolk. | 1 |
| W. W. Abbott, Columbia. | 1 |
| G. J. Ball & Co., Raleigh. | 1 |
| Boston— | |
| Estabrook & Eaton. | 9 |
| Wood, Pollard Co. | 2 |
| McGreeney & Manning. | 1 |
| Johnson & Col. | 1 |
| W. R. Wilder. | 1 |
| Cobb, Bates & Yerxa. | 1 |
| F. Raushaymer | 1 |
| Rochester— | |
| E. A. Lowell. | 1 |
| Frank Thomas | 1 |
| Scranton— | |
| E. C. Deane. | 1 |
| Scranton Tobacco Co. | 1 |
| Jno. E. Goode, Providence. | 1 |
| Van Slyke & Horton, Albany. | 1 |
| C. P. Whelan, Auburn. | 1 |
| Little & Hulett, Troy. | 1 |
| H. Graff's Son, Brooklyn. | 1 |
| E. Landis, Wilkes-Barre. | 1 |
| Coldien & Monaghan, Johnstown, Pa. | 1 |
| D. Osborne & Co., Newark. | 1 |
| W. A. Davis, Syracuse. | 2 |
| Buffalo— | |
| Reid & Co. | 2 |
| J. T. Snyder. | 1 |
| Pittsburg— | |
| Raubitschek Bros. | 16 |
| Reymer Bros. | 8 |
| R. & W. Jenkinson Co. | 2 |
| Bessinger Bros. | 2 |
| C. R. Mayer. | 1 |
| Dilworth Bros. | 1 |
| Cincinnati— | |
| Henry Strauss | 2 |
| Dan A. Wolf. | 2 |
| Lee Cahn | 1 |
| J. S. Hill & Co. | 1 |
| Gasman & Verkamp. | 1 |
| Labold & Newberg. | 1 |
| Jos. R. Peebles' Sons Co. | 1 |
| Chas. M. Cohn Co. | 1 |
| Cleveland— | |
| R. & W. Jenkinson Co. | 3 |
| Louis Kline Cigar Co. | 1 |
| Max Feder | 1 |
| H. J. Mandlebaum. | 1 |
| Wallace & Schwarz. | 1 |
| W. P. Southworth Co. | 1 |
| Detroit— | |
| Lee & Cady. | 3 |
| Jno. T. Woodhouse Co. | 2 |
| J. B. Ablard. | 1 |
| Robinson & Co. | 1 |
| Jno. Sharpe & Co. | 1 |
| Michigan Drug Co. | 1 |
| Waldorf-Astoria Co. | 1 |
| O'Brien & Co. | 1 |
| C. P. Collis. | 1 |
| Grand Rapids— | |
| C. E. Bayliss. | 1 |
| H. Schneider Co. | 1 |
| Saginaw— | |
| Oppenheimer Cigar Co. | 1 |
| A. Dannister & Co. | 1 |
| Indianapolis— | |
| Schoen & Coole. | 2 |
| C. W. Kreil. | 1 |
| J. E. Weiffenbach Co., Dayton. | 1 |
| F. Hafner & Co., Camden. | 1 |
| E. M. Schoenbron Cigar Co., Columbus. | 1 |
| L. M. Long, Circleville. | 1 |
| Berden & Co., Toledo. | 2 |
| A. C. Kromberg, Muncie, Ind. | 1 |
| Gillian Cafe Co., Lafayette, Ind. | 1 |
| W. L. Chapler, Wabash. | 1 |
| Jacob Herz, Evansville. | 1 |
| Chicago— | |
| Best & Russell. | 21 |
| Gonzalez, Mora & Co. | 16 |
| Berriman Bros. | 7 |
| A. Santaella & Co. | 7 |
| Reid & Murdock. | 6 |
| Grommes & Ulrich. | 6 |
| H. M. Schirmerhorn. | 6 |
| Uppmann & Wilcox. | 4 |
| Julius Marx | 3 |
| Jose Cosio & Co. | 3 |
| L. & I. Rubovitz. | 2 |
| Clarence Hirschhorn & Co. | 2 |
| Ruhstrat, Cowley Co. | 2 |
| Jno. P. Stewart. | 2 |
| A. H. Windmuller. | 2 |
| W. L. Porter. | 2 |
| Pteer Van Schaack & Son. | 2 |
| Moos Bros. | 1 |
| W. E. Davis. | 1 |
| Thorwart & Roehling. | 1 |
| J. H. & F. L. Wells. | 1 |
| Kolman Bros. | 1 |
| M. H. Mayer & Sons. | 1 |
| Sprague, Warner & Co. | 1 |
| Durand & Kasper. | 1 |
| Leopold & Mergentheim. | 1 |
| Hannah & Hogg. | 1 |
| Despres Co. | 1 |
| Chas. Barker | 1 |
| E. Hoffman & Co. | 1 |
| Steele, Wedeles Co. | 1 |
| J. & B. Moos. | 1 |
| Lillienfield Bros. | 1 |
| P. Garcia & Bros. | 1 |
| Peoria— | |
| Oakford & Fahnestock. | 4 |
| Jas. McCoy & Co. | 1 |
| Jobst & Bethard. | 1 |
| A. B. McGill. | 1 |
| Milwaukee— | |
| Steve Surman | 1 |
| Lee Roth | 1 |
| Hotel Pfister | 1 |
| Freison & Sweeting, Bloomington. | 1 |
| Jos. Metzler, Danville, Ill. | 1 |
| W. A. Davis, Delmont, Ill. | 1 |
| Louis A. Hirscheimer, Pittsfield, Ill. | 1 |
| Fay, Lewis Bros. & Co., Rockford. | 1 |
| Goodenough Bros., Kankakee. | 1 |
| M. L. Dunn, Madison, Wis. | 1 |
| Marnard & Newton, Oshkosh. | 2 |
| W. A. Wayne, Duluth. | 1 |
| St. Paul— | |
| W. S. Conrad Cigar Co. | 6 |
| Jos. P. Whitwell. | 2 |
| Thos. H. Short & Co. | 2 |
| Winecke & Dorr. | 1 |
| Noyes Bros. & Cutler. | 1 |
| W. H. Chapman. | 1 |
| Minneapolis— | |
| Winecke & Dorr. | 6 |
| Sherman Smith | 2 |
| Wm. Lineaweaver | 2 |
| Winston-Harper Drug Co. | 2 |
| Omaha— | |
| Robertson Bros. | 1 |
| Richardson Drug Co. | 1 |
| Cent. Cigar Store. | 1 |
| Moritz-Myer Cigar Co. | 1 |
| Des Moines— | |
| C. C. Taft & Co. | 2 |
| Gus Gutfriend | 1 |
| Peregoy & Moore. | 1 |
| Cedar Rapids— | |
| Geo. M. Conway & Co. | 3 |
| Jos. Symon & Son. | 1 |
| Dubuque— | |
| Myers, Cox & Co. | 2 |
| Glaser Tobacco Co. | 1 |
| Sioux City— | |
| Geo. M. Conway & Co. | 2 |
| J. Shenkberg Co. | 1 |
| Peregoy & Moore, Council Bluffs. | 3 |
| J. J. Curran & Co., Burlington. | 1 |
| E. P. Skelly, Davenport. | 1 |
| Hitchcock & Terry, Davenport. | 1 |
| Kansas City— | |
| Niles & Moser. | 5 |
| Ricksecker Cigar Co. | 5 |
| Rothenberg & Schloss. | 5 |
| Fred Lederman. | 1 |
| McPike Drug Co. | 1 |
| S. Edwards | 1 |
| Eames Cigar Co. | 1 |
| Hass Cigar Co. | 1 |
| Wm. A Stickney Cigar Co. | 1 |
| M. N. Bansabat. | 1 |
| Elk's Club. | 1 |
| St. Louis— | |
| C. P. Stanley Co. | 7 |
| Wm. A. Stickney Cigar Co. | 6 |
| Moss & Lowenhaupt. | 3 |
| T. Wright & Co. | 3 |
| C. Lottman Cigar Co. | 3 |
| Hirsch & Benheim. | 2 |
| L. D. Braden. | 2 |
| F. R. Rice Mer. Co. | 1 |
| McCullough & Co. | 1 |
| Com. Dept. M. P. Ry. | 1 |
| Geo. Fehl Blue Rib. Co. | 1 |
| Louis Sarazan | 1 |
| M. Fritz & Sons. | 1 |
| Memphis— | |
| I. Samelson & Co. | 6 |
| Tom Martin Tob. Co. | 2 |
| Nashville— | |
| Trawick James Tob. Co. | 2 |
| Matthews-Hoke Co | 1 |
| Southern Tobacco Co. | 1 |
| Zibart Bros. | 1 |
| Chattanooga— | |
| Flemmster & Heggie. | 2 |
| A. J. Lamar & Co. | 1 |
| J. W. Kelly Cigar Co. | 1 |
| F. & I. Soleshein. | 1 |
| Montgomery— | |
| Myer & Mohr | 2 |
| Wynn & Hubbard. | 2 |
| F. Newman & Co. | 1 |
| Griel Bros. Co. | 1 |
| Montgomery Candy Co. | 1 |
| Birmingham— | |
| McLester & Van Hoose. | 2 |
| S. Kaufman | 1 |
| Tyler Grocery Co. | 1 |
| Adams Drug Co. | 1 |
| E. B. Norton. | 1 |
| C. O. Douthett. | 1 |


# FERNANDEZ HERMANOS Y CA.

MAKERS

Highest Quality Clear Havana Cigars

"Independente" **TAMPA, FLA.** "Fastidio"

# BEHRENS & CO.

Consulado No. 91-93, Havana

MANUFACTURERS OF THE CELEBRATED BRANDS

FABRICA DE TABACOS — AMAT VICTORIA CURAM — LUIS MARX HABANA

SOL — HABANA

SOL AND LUIS MARX

Sole Representation for the United States
NATIONAL CUBA CO., 147 WATER STREET

**AMO, ORTIZ & CO.**
MAKERS OF
**CLEAR HAVANA CIGARS**

HIGHEST GRADE ONLY




HIGHEST GRADE ONLY

Factory 235 : : : TAMPA, FLORIDA

**TOBACCO** is Read by More Dealers Than Any Other Trade Paper

Atlanta—
Kelly Bros. 2
T. H. Pitts Co. 2
J. J. & J. E. Mattox 1
Crawford Drug Co. 1
W. A. Tomlin 1
Jno. B. Daniel 1
J. S. Pinkussohn Co. 1

Macon—
A. J. Long Tobacco Co. 2
H. J. Lamar & Co. 1
Redingfield & Co. 1

Jacksonville—
C. W. Bartleson & Co. 5
Porter, Mallard Co. 2
Florida Cigar & Tobacco Co. 1
J. S. Pinkussohn Co. 1
Parker Ry. News Co. 1
Leaks & McNeal 1

Little Rock—
Lasker Bros. 1
Sanderford, Julian Co. 1
F. J. Geanochio 1

Selma—
L. E. Lamar 7
C. W. Hooker 1

Pensacola—
Wells, Cohn & Co. 3
Hannah Bros. 1
Louis Baer & Co. 1
R. D. Darrow & Co., Louisville 5
J. Blaufeld & Co., Knoxville 2
S. A. Williams, Troy, Ala. 1
Demopolis Inn, Demopolis, Ala. 1
Fleming & Bryant, Brushwick, Ga. 1
Nixon Grocery Co., Augusta 2
Rome Tobacco Co., Rome, Ga. 1
L. Loeb & Co., Columbus 3
Bert Jackson, Calino 1
Coms & Haulfel & Co., Moultrie, Ga. 1
Agent Mallory Line, Key West, Fla. 11
J. D. LeBolt, Springfield, Mo. 2
Carl Cigar Co., St. Joseph, Mo. 1

New Orleans—
Smith Bros. Co. 2
Chas. Myer & Co. 1
Order 1

Dallas—
Best & Russell
Swope & Mangold 1
Oriental House 1
E. Eppstein & Co. 1
I. L. Kramer 1

Colorado Springs—
H. D. Osborne Cigar Co. 2
Shields, Morley Grocery Co. 1
S. Goldberg, Austin 1
Jno. Kellenberger, Durango, Colo. 1
Rothenberg & Schloss, Albuquerque 1
H. A. May, Reno, Nevada 1
Holt & Williams, Manhattan, Nevada 1
Patterson & Hoffman, Oke. City 3

Denver—
Wm. A. Stickney Cigar Co. 4
Niles & Moser 4
Rothenberg & Schloss 3
Schields Bros. & Morley 1
Jno. C. Ross 1
Bert Davis 1
Baxter Cigar Co. 1

Salt Lake City—
Hemingway & Moser 3
Mahon Liquor Co. 1
O. P. Davies 1
W. W. Erskine 1

Spokane—
Max Newman 7
Wash. Liquor Co. 5
Spokane Drug Co. 2
E. L. Gasden & Co. 2
C. H. Boss & Co. 1
Powell & Sanders Co. 1

Seattle—
Schwabacher Bros. 26
Simon Barman & Co. 6
Nat. Grocery Co. 5
W. S. Grinsfelder & Co. 5
M. A. Gunst Cigar Co. 4
Jaffe & Co. 4
Stewart, Holmes Drug Co. 3
Wm. Sutherland 2
Oscar Lucks Cigar Co. 2
Prince & Brewster 2
Joe. Schlumpf 1
Geo. H. Leghorn 1
Geo. E. Hall 1
Samuel Hyde 1
Chas. Swanson 1

Portland—
M. A. Gunst Cigar Co. 17
Allen & Lewis 6
Gerson & Hart 5
Long & Co. 3
J. R. Smith Cigar Co. 2
Sig. Sichell Co. 2

Tacoma—
West Coast Grocery Co. 5
Lipscomb & Co. 2
Geo. M. Shreeder 2
Harry Thomas 1
E. C. Rose Co. 1

Butte—
L. S. Cohn & Co. 1
J. E. Oppenheimer 1
P. C. Gillis 1

San Francisco—
H. Bier & Co. 5
Ronaldo Bros. 4
I. Bamberger 3
H. T. Juddell 1

Oakland—
Ehrman Bros. 57
United Cigar Stores 10
Tillmann & Bendel 6
H. Scharman 3
H. Bercovich 1

Los Angeles—
M. A. Gunst Cigar Co. 31
Klauber & Wangenheim 13
Kingsbecker Bros. 9
Geo. W. Walker 7
M. A. Newmark Co. 3
Anthony Schuram 3
Stetson & Preston 3
H. Jevne & Co. 2
Fred Barman & Bros. 1

Sacramento—
Mebbins & Dreschler Co. 3
Hall, Luhrs Co. 3
Lindley & Co. 2
Adam Booth Co. 1
J. W. Wills 1

Nome, Alaska—
Northwestern Commercial Co. 10
J. J. Nester 3
Robt. Hewett 2
H. O. Butler 1
Rachbold & Ackerman, Walla Walla 3
Freyl & Ludwick, Helena 1
F. A. Garrett & Co., Maysville, Cal. 1
Aaron Cohn, Santa Cruz, Cal. 1
Jno. Logarmeino, Ventura, Cal. 1
Geo. C. Bunker, Fairbanks, Alaska 3

Total for the week 1,012
Previously reported 16,210

Total since January, 1906 17,222
Total corresponding time, 1905 13,670

Increase 3,552

### Withdrawals of Leaf

| Consignees. | Bales. Unstemmed. | Stem'd. |
|---|---|---|
| Havana-American Co | 81 | 1 |
| Sanchez & Haya | 48 | |
| M. Stachelberg & Co. | 45 | 50 |
| A. Santaella & Co | 37 | 21 |
| Berriman Bros. | 36 | |
| Fernandez, Hermanos & Co. | 34 | |
| Cuban-American Co. | 32 | |
| Jose Lovera & Co. | 31 | 23 |
| Manrara Bros. | | |
| Cuesta, Rey & Co. | — | 30 |
| F. Garcia & Bros. | 22 | |
| Bustillo Bros. & Diaz. | — | 20 |
| Salvador Rodriguez | | |
| E. A. Kline & Co. | 16 | 5 |
| Menendez Bros. & Verplanck | 15 | — |
| V. Guerra, Diaz & Co. | 14 | — |
| P. San Martin & Co. | 13 | — |
| Montevierno & Co. | 11 | — |
| Balbin Bros. | 11 | |
| O'Halleran Cigar Co. | 9 | — |
| Fernandez, Wodiska y Carrol | 8 | — |
| J. M. Martinez Co. | 7 | |
| L. Sanchez & Co. | 7 | |
| El Nacional Cigar Co. | 5 | — |
| Marcy y Co. | 4 | |
| Sam'l I. Davis & Co. | 4 | — |
| Gustoso Cigar Co. | 4 | — |
| El Arte Cigar Co. | 4 | 4 |
| Havana Leaf Tobacco Co. | 3 | — |
| P. Garcia & Bros. | 3 | — |
| Englehardt Cigar Co. | 3 | — |
| Wilder & Co. | 3 | — |
| Jose Cosio & Co. | 3 | — |
| Filojamo, Alvarez & Abrams | 2 | — |
| Leopold Powell & Co. | 2 | 3 |
| La Riena Cigar Co. | 1 | — |
| J. O. Rivero | 1 | — |
| Greeson & Co. | 1 | — |
| Total for the week | 571 | 160 |

### Imports of Leaf

| Consignees. | Bales. Unstemmed. | Stem'd. |
|---|---|---|
| Havana-American Co. | 150 | — |
| Y. Pendas & Alvarez | 127 | — |
| Menendez Bros. & Verplanck | 102 | — |
| Cuesta, Rey & Co. | 74 | |
| Fernandez, Hermanos & Co. | 71 | |
| Sanchez & Haya | 40 | |
| A. Santaella & Co. | — | 57 |
| Manrara Bros. | 23 | — |
| M. Stachelberg & Co. | — | 25 |
| Bustillo Bros. & Diaz | — | 22 |
| Berriman Bros. | 19 | |
| Jose Lovera & Co. | 16 | 6 |
| Total for the week | 622 | 110 |

## THE TOBACCO TRADE'S FRIEND.

*[From Philadelphia Correspondent of TOBACCO.]*

**A most influential member of the Retail Cigar and Tobacco Dealers' Association, R. W. Boch, says:**

**"TOBACCO is to be congratulated on the very full, fair and accurate articles it has been publishing. I personally feel that the trade is under an obligation to this journal, and I believe also that it should be endorsed for its good work. TOBACCO, from the first showed the possession of inside information of much value to the trade. It is my purpose, therefore, to call the attention of the association to the admirable articles in the last two issues particularly.**

**"I want to say that TOBACCO has always been accurate in its articles."**


H. UPMANN & CO. Established 1844
Bankers and Commission Merchants
SHIPPERS OF CIGARS AND LEAF TOBACCO
Manufacturers of the Celebrated Cigar Brand
H. UPMANN
HAVANA CUBA
OFFICE Armagura 3
FACTORY: PASEO DE TACON 159-163



"Diligencia" "Imparcial"
GOLD MEDAL ANTWERP 1894
GOLD MEDAL BRUSSELS 1897
GOLD MEDAL BRUSSELS 1885

PEDRO MOREDA
MANUFACTURER OF THE WORLD RENOWNED BRANDS OF CIGARS
LA DILIGENCIA DE M. Y. G. HABANA




FACTORY SAN MIGUEL No 85. HAVANA, CUBA CABLE "BEREDA"

"Flor de Moreda" "Cornelia"
This Factory IS NOT Operated BY ANY Syndicate
Gold Medals and Diplomas OBTAINED AT VARIOUS Exhibitions

## Want Advertisements.

**SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.**

**WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.**

## Special Notice to the Trade:

You are hereby notified that two years ago we incorporated under the laws of the State of Illinois for the purpose of doing a retail and jobbing business throughout the United States under the name of the "National Cigar Store, Inc.," and we claim exclusive right to the use of this name in the United States. People in the trade are cautioned against the use of this name. Certain persons who have infringed on our rights will be proceeded against in due time.

NATIONAL CIGAR STORE, INC.,
L. D. Powers, Pres.
160 Dearborn St., Chicago, Ill.

Notice is hereby given that Frederick Schnaibel, who has heretofore been a member of the firm of Ruscher & Co., has this day ceased to be a partner of said firm.

The business of the said firm of Ruscher & Co., of warehousemen and inspectors and weighers of tobacco, will be continued as heretofore under the same firm name by the undersigned.

Dated New York, April 28, 1906.
FRANK RUSCHER.

**COMPETENT SALESMAN** having an extensive Western and Southern jobbing connection wishes to represent a first-class manufacturer of Sumatra wrapped cigars or a clear Havana line. Immediate results assured. Satisfactory references. Porter Hubbard, Hotel Rudolf, Atlantic City, N. J.

**HANDY MAN** desires position for general work in a wholesale tobacco house. Best references. Security given if necessary. Address C. A., care Tobacco.

**BROKERS WANTED** to sell our line from $25 to $70 per M to jobbers in the West and South. State territory covered. Address H. S., care Tobacco.

**POSITION WANTED** by young man, 26 years old, experienced in jobbing trade; follow-up system for salesmen and management of retail trade and store; best reference. Address H. M., care Tobacco.

**FOREMAN, EXPERIENCED**, 13 years with one firm, suction and hand, wishes position. I. Moskowitz, 332 E. 38th street, city.

**FOR SALE OR CO-PARTNERSHIP** — Small Egyptian cigarette concern; one partner sick; good opportunity for jobber or salesman with trade; Very moderate. Address Box 24, care Tobacco.

**EXPERIENCED CIGAR SALESMAN** for State of Indiana wanted by a manufacturer of an established quality line; also salesman for Tennessee and Kentucky. Must be familiar with trade in above sections and able to furnish good references. State experience. Address Kentucky, care Tobacco.

**EXPERIENCED MAN** desires position in cigar factory or leaf tobacco warehouse. Am practical, educated and strong. Can fill any position from shipper to bookkeeper. Address "Multum in Parvo," care Tobacco.

**CIGAR FACTORY WANTED**—Must be in running order, with rolling tables and situated in steam supplied building preferred. Address A. C., 60 East 75th street. city.

**FOR SALE**—A factory manufacturing clear Havana cigars only, has popular brand with advertising matter for 5c. cigar for sale. Address Popular, care Tobacco.

**MAN THOROUGHLY FAMILIAR** with the manufacture of cigars would like opportunity to represent Porto Rican house as buyer. Experienced selector. Address Buyer, care Tobacco.

### CIGARS FROM CUBA

**Per Steamship Morro Castle and Vigilancia Arrived May 9 and May 5**

| Consignees: | Cases. |
|---|---|
| New York— | |
| Havana Tobacco Co. | 80 |
| Park & Tilford | 49 |
| Waldorf-Astoria Segar Co. | 36 |
| G. S. Nicholas | 30 |
| National Cuba Co. | 18 |
| Robt. E. Lane | 6 |
| C. Lopez & Co. | 3 |
| Max Crow | 2 |
| Louis G. Smith & Co. | 1 |
| Boston— | |
| S. S. Pierce Co. | 21 |
| Havana Tobacco Co. | 4 |
| Dan'l Frank & Co. | 3 |
| Chicago— | |
| Lilienfeld Bros. & Co. | 2 |
| Grommes & Ullrich | 1 |
| G. Bluthardt | 1 |
| St. Louis— | |
| Chas. P. Stanly Cigar Co. | 2 |
| T. Wright & Co. | 1 |
| Philadelphia— | |
| T. H. Hart & Co. | 4 |
| W. J. Dalton Co. | 1 |
| Iroquois Imp. Co., Buffalo | 5 |
| Hungarian Minister, Washington | 1 |
| W. S. Jordan, Portland, Me. | 1 |
| Total for the week | 272 |
| Previously reported | 5,333 |
| Total since January 1, 1906 | 5,605 |
| Total corresponding time, 1905 | 4,831 |
| Increase | 774 |

For re-shipment to:

| | |
|---|---|
| Vancouver— | |
| E. A. Morris | 10 |
| Kelly, Douglas & Co. | 5 |
| W. H. Malkin & Co., Ltd. | 4 |
| Montreal | |
| Morris & Michaels | 6 |
| J. Rathbray & Co. | 4 |
| E. A. Gerth | 3 |
| S. Hyman, Ltd. | 3 |
| A. E. Morris | 1 |
| Toronto— | |
| G. W. Muller | 8 |
| Andrew Wilson | 6 |
| Michie & Co. | 1 |
| Albany Club | 1 |
| Simon Leiser & Co., Victoria | 2 |
| Exports | 383 |
| Total for the week | 434 |
| Previously reported | 5,758 |
| Total since January 1, 1906 | 6,192 |
| Total corresponding time, 1905 | 6,010 |
| Increase | 182 |

### Leaf Tobacco

| Consignees: | Bales. |
|---|---|
| New York— | |
| F. Miranda & Co. | 282 |
| United Cigar Manufacturers | 250 |
| F. Eckerson & Co. | 139 |
| Geo. V. Watson & Co. | 126 |
| A. Cohn & Co. | 112 |
| Benito, Roviera & Co. | 98 |
| J. Cohn & Co. | 73 |
| Max Schwarz | 63 |
| G. Falk & Bros. | 62 |
| American Cigar Co. | 55 |
| J. Bernheim & Son | 41 |
| Rothschild & Bros. | 36 |
| Keiser & Boasberg | 24 |
| Englehardt Bros. | 20 |
| S. Ruppin | 18 |
| Carl Vogts & Sons | 5 |
| Max Gans & Sons | 4 |
| Chicago— | |
| Rothschild, Son & Co. | 91 |
| Havana-American Co. | 25 |
| Baltimore— | |
| Liebman & Dellevie | 39 |
| Voneiff & Vidal Cruz | 15 |
| Milwaukee— | |
| Schuster Bros. | 248 |
| To Order | 25 |
| Loeb, Nunez Havana Co., Philadelphia | 20 |
| Yocum Bros., Reading, Pa. | 10 |
| Exports | 317 |
| Total for the week | 2,198 |
| Previously reported | 63,593 |
| Total since January 1, 1906 | 65,791 |
| Total corresponding time, 1905 | 60,737 |
| Increase | 5,054 |

| Consignees: | Bbls. |
|---|---|
| New York— | |
| A. Gonzalez & Co. | 67 |
| E. Regensberg & Sons | 40 |
| Hamburger Bros. & Co. | 20 |
| F. Miranda & Co. | 15 |
| Garcia, Vega & Carcaba | 7 |
| McLeod, Nolan & Co. | 25 |
| Total for the week | 174 |
| Previously reported | 520 |
| Total | 694 |

### CIGARS FROM PORTO RICO

**Per Steamship Philadelphia, Arrived, May 7, 1906**

| Consignees: | Cases. |
|---|---|
| New York— | |
| American Cigar Co. | 185 |
| The American West Indies Trading Co. | 73 |
| West Indies Cigar Co. | 42 |
| Cayey Caguas Tobacco Co. | 40 |
| Durlach Bros. | 32 |
| Geo. L. Storm & Co. | 22 |
| Mendez & Gomez | 18 |
| To Order | 16 |
| Antilles Trading Co. | 15 |
| F. Bonilla & Co. | 15 |
| Sola, Arguelles & Co. | 13 |
| J. W. Sheldon & Co. | 13 |
| Mateo Rucabado | 8 |
| Quinones, Cabezudo & Co. | 7 |
| F. L. Palmieri | 4 |
| Utuado Cigar Co. | 1 |
| Cuban, Pan-American Express | 1 |
| Total for the week | 504 |
| Previously reported | 6,127 |
| Total since January 1, 1906 | 6,631 |
| Total corresponding time, 1905 | 5,446 |
| Increase | 1,185 |

**Tobacco Leaf**

| Consignees: | Bales. |
|---|---|
| Morris J. Levy | 13 |
| Mendez & Gomez | 10 |
| Cayey Caguas Tobacco Co. | 6 |
| Total | 29 |

**Miscellaneous**

Amercian Tobacco Co., 9 cases cigarettes; Cuban, Pan-American Express, 7 pkg. cigarettes; West Indies Cigar Co., 30 bales scraps and cuttings; Morris J. Levy, 1 bale scraps.

### VALUE OF IMPORTS

**At the Port of New York for the Week Ending May 5 and Years from January 1, 1906 and 1905**

| | Week. | Year. 1906. | Year. 1905. |
|---|---|---|---|
| Tobacco | $529,814 | $6,363,419 | $3,954,592 |
| Cigars | 57,761 | 1,003,665 | 934,174 |
| Pipes and smokers' articles | 6,748 | 97,194 | 86,905 |
| Briarwood | 5,681 | 63,582 | 22,897 |
| Amber | 9,008 | 111,912 | 84,129 |
| Meerschaum | 1,713 | 20,233 | 26,059 |
| Total | $610,725 | $7,660,005 | $5,108,756 |


PARK & TILFORD,
IMPORTERS AND JOBBERS
Havana and Key West Cigars
RECEIVED WEEKLY
917 and 919 Broadway, cor. 21st Street. 118, 120 and 122 Sixth Ave., near 9th St.
1412, 1414 and 1416 Broadway, cor. 39th St. 789 and 791 Fifth Ave., 5 and 7 E. 59th St.
248, 250, 252 and 254 Columbus Ave., cor. 72d St.
NEW YORK

ACKER, MERRALL & CONDIT COMPANY
Importers of all well known brands of Cigars manufactured in Cuba.
SOLE DISTRIBUTORS for the well known
La Elegancia Clear Havana Cigars
Manufactured in Tampa, Fla.
All orders for cigars should be addressed to 135 West 42d Street, New York.
PRICE LIST ON APPLICATION

CHARLES B. PERKINS & CO.,
ESTABLISHED 1862,
Sole Importers of the brands of Havana Cigars,
"Elena" and "Monte Rosa."
36 Kilby Street, BOSTON, MASS.

VDA. De JOSE GENER
HABANA, CUBA
Manufacturer of HAVANA CIGARS
"HOYO de MONTERREY" "EL VINYET"
"LA ESCEPCION"
Address all Communications to
RAFAEL ALVAREZ
Sole Representative in the
UNITED STATES, CANADA, SOUTH AMERICA and AUSTRALIA
Bowling Green Building 11 Broadway, New York, U. S. A.

Flor de Cromwell
CLEAR HAVANA KEY WEST CIGARS
Trade Supplied by
METROPOLITAN TOBACCO CO.
NEW YORK

CLEAR HAVANA Marcello Factory No. 8 KEY WEST CIGARS
TRY FAMOUS "BLUNTS"
DUNCAN & MOORHEAD, Inc.
Manufacturers
SOLE IMPORTERS OF
"DON QUIXOTE"
HAVANA CIGARS
606 CHESTNUT ST., PHILADELPHIA

### CIGARS FROM KEY WEST

**Per Steamship Denver, Arrived May 8, 1906**

Consignees:

| New York— | Cases. |
|---|---|
| Park & Tilford | 69 |
| E. H. Gato Cigar Co. | 58 |
| Geo. W. Nichols & Co. | 23 |
| Martinez Havana Co. | 16 |
| Ruy Lopez & Co. | 10 |
| Trujillo & Co. | 9 |
| H. E. Walters & Co. | 6 |
| United Cigar Stores Co. | 5 |
| Waldorf-Astoria Segar Co. | 4 |
| P. Pohalski & Co. | 3 |
| G. S. Mahn | 3 |
| H. F. Lyons | 2 |
| Sideman, Lachman & Co. | 2 |
| Lowden & Co. | 2 |
| R. H. Macy & Co. | 1 |
| C. B. W. Anderson | 1 |
| Simon Reigel Cigar Co. | 1 |
| E. C. Hazard & Co. | 1 |
| Crusoe, Conn & Co. | 1 |
| Gwynn, Martin & Strauss | 1 |
| Philadelphia— | |
| Godfrey S. Mahn | 7 |
| Duncan & Moorhead | 5 |
| J. Langsdorf & Co. | 4 |
| E. J. Steane & Co. | 1 |
| Boch & Co. | 1 |
| Detroit— | |
| Robert Schramm | 3 |
| Henry C. Bell | 1 |
| Geo. W. Sharpe & Co. | 1 |
| Wm. D. C. Moebs | 1 |
| Lee & Cady | 1 |
| Cleveland— | |
| A. J. Wenhams Sons | 2 |
| R. & W. Jenkinson | 1 |
| F. A. Davis, Baltimore | 7 |
| R. & W. Jenkinson, Pittsburg | 3 |
| Aaron Ward & Sons, Newark | 2 |
| Noah Foster Co., Buffalo | 2 |
| H. V. Groesbeck, Mt. Clemens | 1 |
| Schad & Bagley, Brooklyn | 1 |
| L. G. Deschler, Indianapolis | 1 |
| Post Exchange, Fort McKinley, Me. | 1 |
| E. B. Newhall, Far Rockaway | 1 |
| J. J. Dolan, Chicago | 1 |
| Total for the week | 266 |
| Previously reported | 4,458 |
| Total since January 1, 1906 | 4,724 |
| Total corresponding time, 1905 | 3,744 |
| Increase | 980 |

### Scraps and Cuttings

Consignees:

| New York: | Bales. |
|---|---|
| Jose Lovera Co. | 58 |
| R. & J. Frank | 4 |
| Kraus Bros., Baltimore | 5 |
| Jacob Sutter & Son, Chicago | 4 |
| Total | 71 |

### Miscellaneous

F. M. Howell & Co., 1 case tobacco cuttings; G. S. Mahn, Peskasie, Pa., 1 bale leaf tobacco.

### By East and West Coasts

Shipments of cigars via the East and West coasts and Galveston for the week ending May 3 were as follows:

| | Cases. |
|---|---|
| Cortez Cigar Co., Savannah | 23 |
| W. A. Stickney Cigar Co., St. Louis | 13 |
| J. N. Taub & Sons, Houston, Texas | 10 |
| Metropolitan Cigar Co., Denver | 6 |
| United Cigar Stores Co., Oakland, Cal. | 6 |
| Lane & Connelly, San Francisco | 5 |
| J. Oppenheimer & Co., San Antonio, Texas. | 5 |
| San Antonio Drug Co., San Antonio, Texas. | 1 |
| A. B. Greenewald Cig. Co., Los Angeles, Cal. | 4 |
| J. E. Whissen, Los Angeles, Cal. | 1 |
| Woodward, Jones & Johnson, Los Angeles, Cal. | 1 |
| Moore & Jones, Nashville | 3 |
| Niles & Moser, Kansas City | 3 |
| Board of Trade Cigar Co., Kansas City | 3 |
| Travelers' Cigar Co., Hutchinson, Kans. | 3 |
| Valloft & Dreux, New Orleans | 2 |
| F. Hollander & Co., New Orleans | 2 |
| A. L. Milsape, Hot Springs | 2 |
| Benham & Griffith, Spokane | 2 |
| Geo. L. Taft & Co., Spokane | 1 |
| F. W. Smith, Spokane | 1 |
| S. Goldstein, Austin, Texas | 2 |
| M. J. Loeb & Sons, Beaumont, Texas | 2 |
| Andrus Park Grocery Co., Beaumont, Texas. | 1 |
| J. F. Gorsett, Beaumont, Texas | 1 |
| Swope & Mangold, Dallas, Texas | 1 |
| E. Eppstein & Co., Dallas, Texas | 1 |
| Oriental Hotel Ass'n, Dallas, Texas | 1 |
| C. N. Rhode, Galveston, Texas | 1 |
| Waples-Platter Grocery Co., Ft. Worth, Tex. | 1 |
| McCord-Collins Co., Ft. Worth, Texas | 1 |
| G. L. Lindley, Ft. Worth, Texas | 1 |
| J. Dannenbaum, Vallejo, Cal. | 1 |
| Leighton & Co., El Reno, Cal. | 1 |
| J. Bergsten, Oakland, Cal. | 1 |
| Lumen-Bearing Co., Buffalo, N. Y. | 1 |
| John J. Dolan, Chicago | 1 |
| Chapin & Gore, Chicago | 1 |
| Jas. A. Fry, Cleveland | 1 |
| Seattle Hardware Co., Seattle | 1 |
| R. B. Caswell, Walla Walla | 1 |
| F. J. Gionchio, Little Rock | 1 |
| Slaiton Green Drug Co., Washington, Ga. | 1 |
| F. B. Guito & Co., Cuthbert, Ga. | 1 |
| Harry Balfe, Ellis Island, N. Y. | 1 |
| C. C. Snider, Birmingham, Ala. | 1 |
| F. Newman & Co., Montgomery, Ala. | 1 |
| Goldthwaite & Son, Troy, Ala. | 1 |
| Haley Bros., Oklahoma City | 1 |
| Reiger & Lindley, Salt Lake City | 1 |
| Total for the week | 128 |
| Previously reported | 1,922 |
| Total since January 1, 1906 | 2,050 |
| Total same time last year | 1,861 |
| Increase | 189 |

### Withdrawals of Leaf

Withdrawals of leaf tobacco from bond for the week ending May 3 were as follows:

| | Bales. |
|---|---|
| | 308 |
| Previously reported | 4,677 |
| Total since Jan. 1, 1906 | 4,985 |

### Imports of Tobacco

Importations of leaf tobacco from Havana for the week ending May 3 were as follows:

| | Bales. |
|---|---|
| Geo. W. Nichols & Co. | 182 |
| Ferdinand Hirsch Co. | 114 |
| Havana-American Co. | 65 |
| Ruy Lopez Ca. | 55 |
| Cortez Cigar Co. | 50 |
| E. H. Gato Cigar Co. | 13 |
| Trujillo & Co. | 7 |
| Total | 486 |


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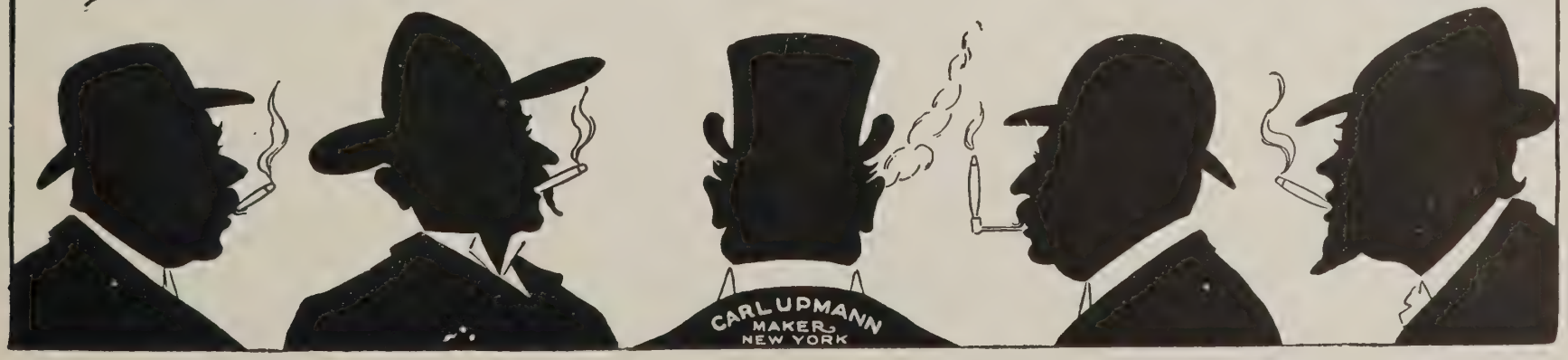
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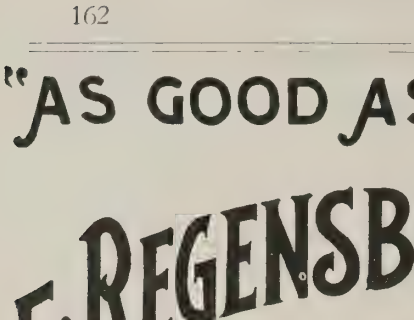
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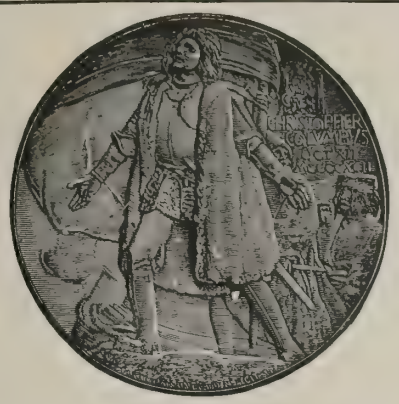
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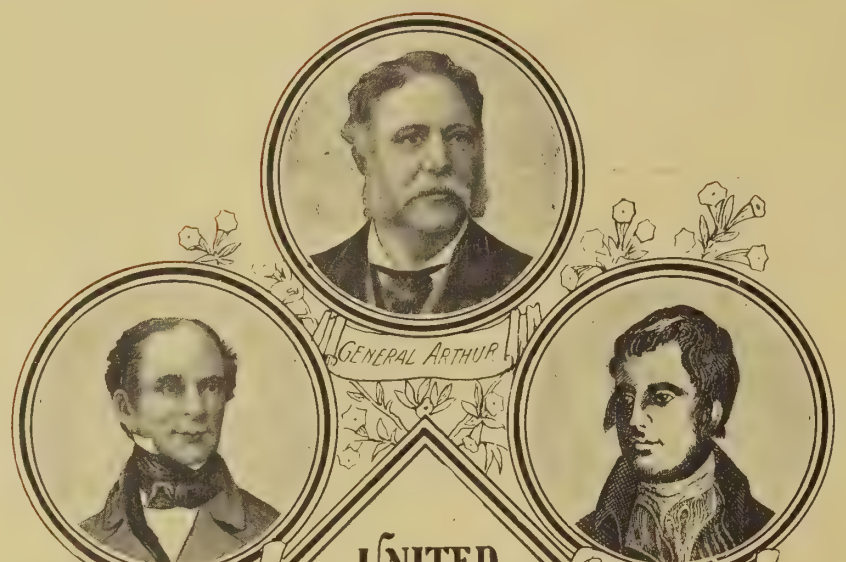


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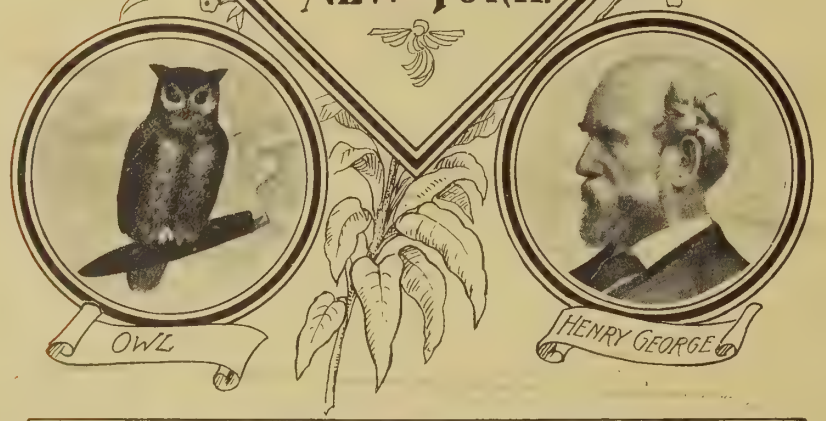
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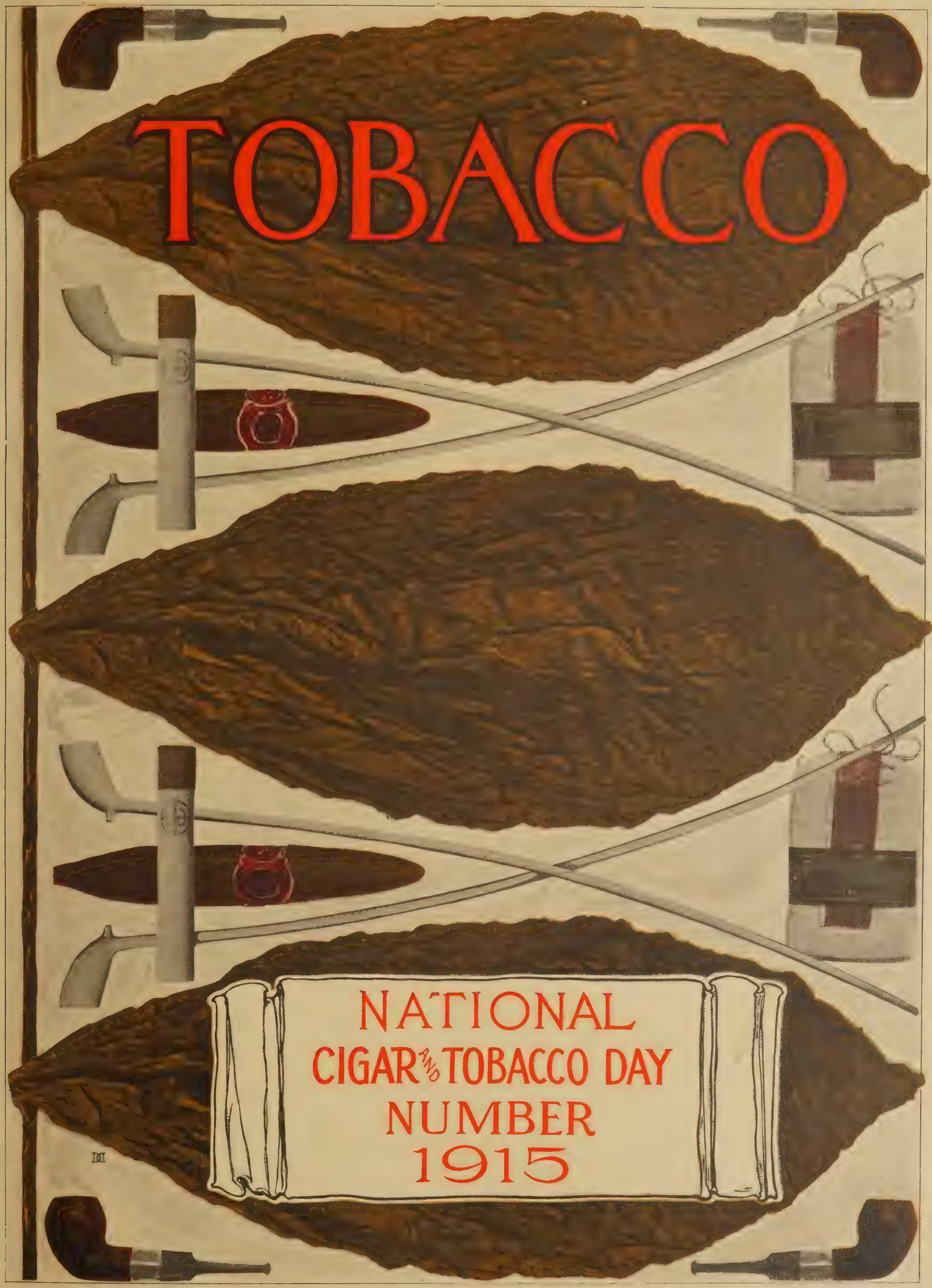

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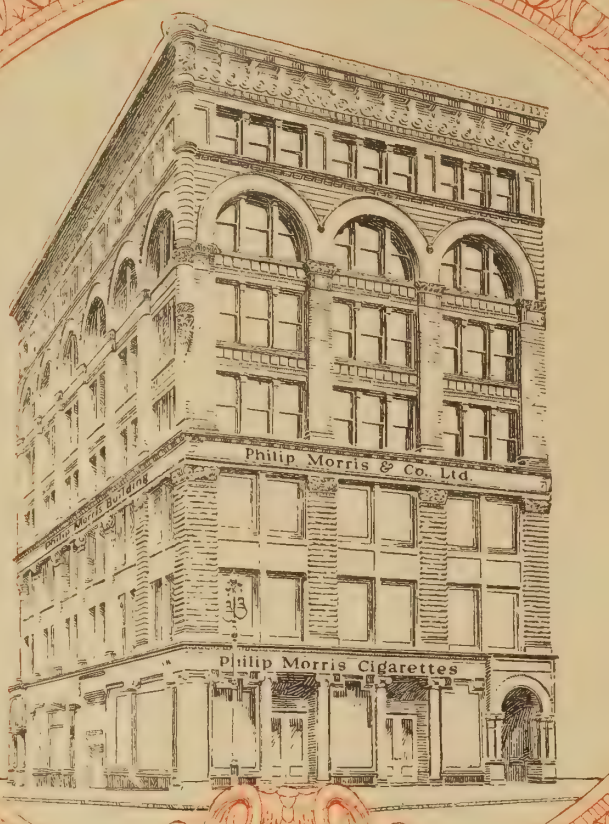



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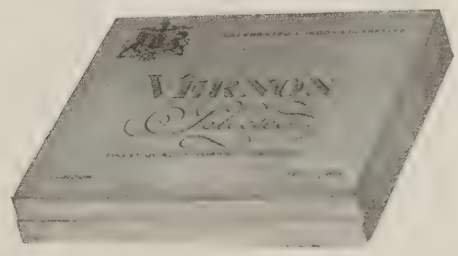
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5c Bags
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# TOBACCO

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# NATIONAL ORGANIZATION DEFINITELY DECIDED UPON AT A WONDERFUL CONFERENCE AT THE BILTMORE HOTEL

## More Than a Hundred Prominent Representative Men in the Tobacco Trade, Unanimously Adopt the Declaration of Principles, and Authorize the Appointment of a Committee of Ten to Draft a Constitution, and Nominate a List of Officers, to be Presented at a Subsequent Meeting—Greatest Harmony and Enthusiasm Manifest by the Most Remarkable Gathering of Tobacco Men Ever Assembled.

At a conference which is bound to become historic in the annals of the tobacco industry, held at the Biltmore Hotel in New York, Saturday, September 25, the movement for the formation of a great permanent, national organization to include every branch of the trade from the retailer to the tobacco grower took definite tangible form.

This conference, which was truly representative of every form of activity in connection with the growth, curing, manufacture, distribution and sale of tobacco, and tobacco products, unanimously endorsed the declaration of principles, recently sent out over the signatures of the editors of five of the leading tobacco trade papers, namely, the *Tobacco Leaf*, the *United States Tobacco Journal*, the *Tobacco World*, the *Retail Tobacconist* and Tobacco, and several prominent members of the trade.

The Declaration of Principles will be found printed in full beginning upon page 76 of this issue of Tobacco.

It was further voted to empower the chairman of the committee of the trade press who presided at the conference to appoint a committee of ten representative members of the tobacco trade, to draft a constitution and nominate a list of officers, to be presented for ratification at a subsequent meeting to be called as soon as the committee has attended to its duties, and is ready to report.

It was hoped that it would be possible to announce the names of this committee in the trade press this week, but because of the necessity for the most careful deliberation in the selection of so important a body, and of the further fact that the chairman has decided that under no circumstances will any one be named upon that committee until they have given positive assurance that they will not only accept the appointment, but that they will be able and willing to devote the necessary time to the work, the announcement of the membership of the committee will have to be deferred for a few days longer.

The conference, and the luncheon which preceded it was held in the Music Room of the Biltmore Hotel, the newest of New York's recognized best hostelries, and it was a splendid repast, splendidly served. The guests began to arrive promptly at noon, and a pleasant hour was passed in an informal way before preceding to the tables. There were many pleasant reunions during this hour between members of the trade who had been friends and acquaintances of long standing, but who in the hurry and pressure of active business had not had the pleasure of meeting for years, while there were many other pleasant meetings between men who had long known one another by reputation, but had never before clasped hands and greeted one another face to face.

As one prominent member of the trade remarked before the conference began, "If this movement should go no further, the editors of the trade are entitled to great credit for bringing so many representative members of the trade together, and giving them an opportunity to rub elbows and get better acquainted with each other. It would be great if we could have such a gathering two or three times a year." This expression is quoted in this connection because it so aptly illustrates the splendid spirit of the occasion.

The list of those present is the best possible guarantee of the success of the organization movement. Conservative estimate of the actual capital of the concerns represented at the conference place the sum at considerably more than a billion dollars, while some of the best brains, and scores of the most forceful personalities in the trade were there. Here is the list, and it is worth reading:

United Cigar Manufacturers Co., by Frederick Hirschhorn, president.

E. M. Schwarz & Co., by Louis Cahn, treasurer; Joseph H. Dublon, Edward L. Hass.

Cigar Manufacturers' Association of America, by Sol. K. Lichtenstein, secretary.

Falk Tobacco Co., by Arthur Falk.

E. H. Gato Cigar Co., by Asa Lemlein, manager.

Garcia & Vega, by Alvaro Garcia, Jr.

National Cigar Leaf Tobacco Association, by Charles Fox, president.

American Tobacco Co., by Junius Parker, counsel.

Tobacco Products Corporation, by Leo. Michaels.

The West Indies Cigar Co., by A. J. Lachman, president.

Park & Tilford, by J. M. Buchner, vice-president.

Otto Eisenlohr & Bro., by Charles J. Eisenlohr.

Charles Schavrien, Inc., by Charles Schavrien, M. C. Schavrien.

W. K. Gresh & Sons, by F. C. Clements.

Turco-American Tobacco Co., by Sam Turner.

Marcelino Perez & Co., by William J. Gestal.

Tobacco Salesmen's Association, by Clinton E. Bernd, president; and Leo Rieders, secretary.

Bennett, Sloan & Co., by Joseph Simon.

Philip Morris Co., Ltd., by Frederick S. Lucey, secretary, and Arthur Herbert.

The Cado Co., by Paul Drucklieb, president, and N. S. Appleton, manager.

The Themelis Bros., Co., by George S. Themelis.

James F. Tansey, by James F. Tansey.

Independent Jobbers Association, by Barnet Wolff, president.

Yahn & McDonnell, of Philadelphia, by M. J. McDonnell.

(*Continued on page* 8.)

## THE BILTMORE CONFERENCE

(*Continued from page 7.*)

Gans Bros., by Oscar S. Veit.

Mendel & Co., Isidor Mendel, president.

S. Frieder & Sons, by S. Frieder.

James F. Martin, Inc., by James F. Martin, president.

*Retail Tobacconist,* by Vincent J. Farley, editor, and A. Pollack, publisher.

Sidney J. Freeman & Sons, by Sidney J. Freeman.

I. N. Maaskoff, by I. N. Maaskoff.

Horace R. Kelly & Co., by Horace R. Kelly, president.

J. S. Wise, Jr., by John S. Wise, Jr.

Cayey-Caguas Tobacco Co., by Fred. R. Hoisington, president.

T. J. Dunn & Co., by Theodore Werner, treasurer.

M. A. Gunst & Co., by E. F. Rosenthal, treasurer.

B. Wasserman & Co., by B. Wasserman.

New York Leaf Tobacco Board of Trade, by Joseph Mendelsohn, secretary.

P. Lorillard & Co., by Thomas S. Fuller, counsel, and H. F. Ball and R. K. Smith, vice-presidents.

United Cigar Stores Co., by S. M. Stroeck, counsel; Edward Wise, vice-president; R. L. Ramsdell, vice-president; J. R. Taylor, vice-president, and William Baeder, vice-president.

William Demuth & Co., by E. J. Debold and G. R. Wilson.

*Internal Revenue Review,* by J. William Sheffer, editor.

Peter J. Sweitzer, by Peter J. Sweitzer.

*Tobacco News,* Philadelphia, by Nathaniel W. Mead, publisher.

Wm. A. Hollingsworth, by William A. Hollingsworth.

J. I. Edelstein, by J. I. Edelstein.

Preferred Havana Co., by David M. Baum.

Independent Retail Tobacconists Association of Brooklyn, by Nicholas Ehrlich, president; Harry Greenberg, Louis J. Levin, and Jacob Lippman.

A. H. Hillman, by A. H. Hillman.

Fred. Hillman, by Fred. Hillman.

Harry M. Konwiser, by Harry M. Konwiser.

Solomon K. Lichtenstein, by Solomon K. Lichtenstein.

Office of Charles Dushkind, by Charles Dushkind, David S. Dushkind.

Wm. Glaccum & Son, by James C. Glaccum.

Lincoln & Ulmer, by Mr. Ulmer.

G. S. Nicholas Co., by M. A. Charles.

H. Anton Bock & Co., by H. Anton Bock.

Ruy Lopez Co., by A. V. Jockel.

Simon Batt & Co., by Sidney Goldberg.

Zufedi Cigarette Co., by N. E. Nichols, president, and Theo. Photiades, vice-president.

Bayuk Bros. Co., by H. L. Hirst.

*The Jewish Morning Journal,* by Israel Friedkin and Arthur L. Malkinson.

J. Hirsch & Son, by L. Hirsch.



REPRESENTATIVE MEMBERS OF THE TOBACCO TRADE AT THE LUNCHEON AND CONFERENCE AT THE BILTMORE HOTEL

Berriman Bros., by Edward C. Berriman, president, and Charles A. Stroud, manager.

*United States Tobacco Journal,* by E. H. Davis, C. A. Wessel, William H. Smith, and W. W. Hiscox.

*Tobacco Leaf,* by Jno. Bain, Jr., publisher; Carl Werner, editor, and Charles Allen Bond, associate editor.

TOBACCO, by George W. Jones, president; C. Fred: Crosby, editor; Richard T. Tanner, and David Franklin Morris.

I. Lewis Cigar Manufacturing Co., by A. I. Lewis, Harry Lewis.

*Tobacco World,* by J. Lawton Kendrick, publisher.

Interborough Cigar Co., by Max Jonas.

Roger G. Sullivan, by Stephen G. Ruth, and James G. Driscoll.

Independent Retail Dealers' Association, by Alfred Samuel, vice-president; Lewis Gompers, vice-president, and A. Abramowitz, vice-president.

Felix H. Levy, by Felix H. Levy.

American Can Co., by E. M. Dening, vice-president.

Merriam Cigar, Inc., S. S. Powell, vice-president.

When coffee had been served and cigars lighted, the company was called to order by C. Fred: Crosby, the chairman of the trade press committee, who presided as toastmaster during the post prandial exercises that followed. The toastmaster said by way of introduction:

### Introductory Remarks.

THE TOASTMASTER: Gentlemen and Friends—for we are all friends here today. No matter what our past antagonisms may have been, we are friends here today. I say to you that the age of miracles has not passed. I have been actively identified with tobaco trade journalism and with the tobacco press for nearly twenty years; and this is the first time I have ever seen the tobacco press unanimous for one proposition, and earnestly working for one purpose. This united movement in the trade

was launched at a little conference between the editors of the leading tobacco trade papers, barely four weeks ago. I think the tobacco trade press, and the trade at large, is to be congratulated upon this splendid representative assemblage, which we have here today, an assemblage which has never before been equalled in the history of the tobacco trade.

We have here every interest from the largest tobacco man down to the retailer who passes the finished product across the counters to the ultimate consumer.

The general proposition is now squarely up to you. It is for you representatives of the various interests in the trade to put the acid test on it, and decide whether we want to go ahead along the splendid lines laid down in the platform which each of you have at your plates; and make an organization which shall work, perform real constructive work for the advantage of every branch of the trade which you all have at heart.

I believe it is admitted that the most popular and the best toastmaster is the one who talks the least, and gives other people an opportunity to be heard. Therefore, you will excuse me if I talk very briefly; and I want to say, at the outset, that whenever a wise man comes to erect a building, whether it be a factory, a restaurant, a garage, a moving picture theatre, or whatever it may be, he selects the best architect he can find to lay out the plans and specifications.

This organized movement in the tobacco trade has been peculiarly fortunate in securing as its architect a man who has been intimately allied with the tobacco trade for a great many years, although he has not been actually of the trade. You will admit that the man who looks at a proposition from the outside can very often see things that the man who is in the center of the thing cannot see because he is too close, he don't get the proper perspective.

I am going to present to you now the architect who has laid down the plans and specifications of the Tobacco Merchants' Association of America. I take great pleasure in introducing to you now Counselor Charles Dushkind. (Applause.)

Mr. Dushkind's address, which was listened to with the closest interest, and heartily applauded at frequent intervals, was substantially as follows:

**Address of Charles Dushkind.**

"I was paid a high compliment by one of the trade papers the other day by comparing the Call that has been issued with President's Wilson's State documents.

> "'The prospectus for the formation of a Tobacco Merchants' Association of the United States,' says the editorial, 'reads like President Wilson's State documents, so finished in literary composition and idealistic in its scope.'

"I am proud to say that in drawing the platform for the Tobacco Merchants' Association, I did follow the principle laid down by President Wilson in one of his State papers. I refer to his Anti-Trust message, wherein the President used the following language:

> "'The average business man is convinced that the ways of liberty are also the ways of peace and the ways of success as well; and at last the masters of business on the great scale have begun to yield their preference and purpose, perhaps their judgment also, in honorable surrender.
>
> "'When serious contest ends, when men unite in opinion and purpose, those who are to change their ways of business joining with those who ask for the change, it is possible to effect it in the way in which prudent and thoughtful, and patriotic men would wish to see it brought about, with as few, as slight, as easy and simple business readjustments as possible in the circumstances, nothing essential disturbed, nothing torn up by the roots, no parts rent asunder which can be left in wholesome combination.'

*"This is the keynote of our platform.*

"The main object that we seek to accomplish is to bring about such changes in the methods of doing business, as may be required to remedy trade evils and to improve trade conditions, by a union of all interests and all elements, and all branches of the industry where, as the President says, the masters of business on the great scale will yield their preference and purpose in honorable surrender to the rights of the smaller man, and where those who are to change their ways of business shall join with those who ask for and are in need of the change in order that such change might be affected in the way in which prudent and thoughtful, and patriotic business men wish to see it brought about.

"We purpose to bring together representatives of all elements of the industry as constituent members of one society, where all feelings of personal antagonism and personal hostility shall be wiped out, and where the friendly relations and good fellowship that should exist among those engaged in a common pursuit shall be fostered and maintained; where all business rivals and all conflicting interests might unite and concentrate their efforts in fighting every trade evil that is common to all and in working for every good that may benefit all.

"We need no better example of what an association of this character can accomplish in that regard than we can see in the splendid gathering that we have here today.

"It is now only three weeks since we have issued the Call for the formation of the Tobacco Merchants' Association, and our present manificent meeting attended as it is by the heads and representatives of the leading concerns of almost every branch of the industry engaged in friendly discussion of trade matters, is in itself an achievement that cannot but be productive of unmeasured good to the entire industry, and for which the promoters of this association, and particularly the trade press, to whose unselfish and enthusiastic support the success of this undertaking is due, are entitled to sincere congratulations.

"I do not know whether this association will be able to accomplish all the things that have been mapped out for it, but one thing I am sure this association will accomplish, as is demonstrated by our present assembly, and that is, it will clear up the atmosphere of suspicion and antagonism, which has so long made it impossible to approach any problem with any degree of fairness, and it will create in its place an atmosphere of generosity of accommodation, of tolerance and of mutual understanding.

"We may not succeed in preventing unfriendly and harmful legislation, or in securing friendly and beneficial legislation, but we may be reasonably certain that the industry will no longer be divided into two distinct groups, each group having a fixed and determined policy to oppose and obstruct every step taken in that direction by the other group, even though to the incalculable detriment of the industry, but instead, this Association will be the means of uniting all forces in opposing every measure that may be bad for the industry, and in supporting every measure that may be for the good of the industry.

"That there is a pressing need for such an organization in the tobacco industry is evidenced by the enthusiastic support that this movement has already gained. There is an urgent necessity for such an institution not only because of the present demoralized condition of the tobacco business, but because the very greatness of the tobacco industry requires that there should be some power, some substantial organization to look after its general welfare.

The government of the United States has its Department of Commerce to protect the industries of the country. Every government has its department of commerce to look after its trade and commerce. Almost every industry has its trade organization to look after its general welfare, and why should not the tobacco industry have its own department of commerce, its trade organization sufficiently equipped to be able to do the work for that particular industry that the Department of Commerce is doing for all industries?

"If you question the practicability of such an institution, or if you entertain any doubt as to its usefulness, let me refer you to the American Manufacturers' Association, the Merchants' Association, the Hardware Board of Trade, the Jewelers' Association, the Advertisers' Association, the Drygoods' Association, the trade organizations in the needle industry for the wonderful things that they have accomplished in their respective industries, and you will find their activities and their achievements of such great benefit, and usefulness, that they are maintained as permanent and indispensable institutions.

"They are eliminating trade evils, correcting trade abuses, minimizing fraudulent practices, preventing unfriendly legislation, securing desirable and beneficial legislation; they are adjusting labor troubles and are preventing boycotts; they are fixing business policies and are regulating trade methods; they are protecting their respective industries against unfair attacks, against unjust taxation, and against all sorts of discriminations, and, above all things, they are cultivating friendship and good fellow-

(*Continued on page* 10.)

## THE BILTMORE CONFERENCE

(*Continued from page 9.*)

ship among their members even though there may be sharp business rivalry among them.

"In fact never before in the history of American commerce have trade organizations been so well recognized as indispensable industrial institutions as they have come to be recognized as such in recent years, particularly since the beginning of the trust busting period; for whatever we may say against trusts and their monopolistic methods of doing business, we cannot fail to recognize the fact that no industry that has been controlled by a trust was ever permitted to become demoralized to any great extent, and that the trusts, with their enormous wealth and their perfect organization, have always protected and looked after the welfare of the industries that they controlled, and in which they had their fortunes invested.

"But the disintegration of such combinations into separate and competing concerns, each one fighting for trade, each one looking for its own immediate gain, and no one looking for the general welfare of the industry, has opened up the field and created the need for trade organizations.

"The tobacco industry, with its annual business of $700,000,000, should have a substantial trade organization with sufficient power and influence to speak for the entire industry. It should have a machinery where the many divergent and conflicting views should be moulded together and formed into constructive policies, progressive ideas and sound business principles.

"Above all it must have a trade organization consisting of both big business men and little business men. An association that will demonstrate that instead of the little man trying to pull his big rival down to his own level, it would be more profitable to endeavor to uplift himself to the level of his big rival, and where the big men shall become imbued with a spirit of fairness, moderation and generosity, and the small man with a feeling of tolerance, forbearance and indulgence.

"This association is intended to be strictly an independent organization, belonging to no faction, supporting no element, favoring no class, and representing no special interests. Its aim will be the welfare of the tobacco industry; its masters will be all desirable members of the tobacco industry, who may choose to join it; its field of operation will be the United States. It has no axes to grind, and will keep itself severely apart from any and all movements arising out of factional antagonism, or inspired by selfish motives.

"Nor was this association planned with a view to limit competition, or to interfere in any way with any one in the freedom of trading. On the contrary, the platform upon which this association is to be built is based upon the broad, general principle that the field of commerce should be free and open to all, and that every one is entitled to an opportunity to produce, to buy and to sell, equal to that enjoyed by every other concern within the same class. But, even as our personal liberty and our natural rights are restricted to the extent that the public welfare and a due regard for the rights of our neighbors require, so do we believe that competition may properly be restricted to the extent that the rule of fair trading and the welfare of the industry may require. We believe that it is just as right and as proper to stop and prevent ruinous and reckless competition, as it is right for the law to punish a man for attempting to take his own life or for burning his barn.

"We cannot tell whether this association will be able to establish any fixed policy for trading, or to regulate the methods of doing business, or to stop any of the improper practices that the industry is suffering from, although there is every reason to hope that we will accomplish much on these lines, but we will surely succeed in restoring industrial peace, and in wiping out the line that has for so many years divided the industry into two opposing elements, the one trying to obstruct the other in every move without regard for the welfare of the industry, and we may surely expect to break down the batteries and destroy the guns and fill up the trenches, and in place of the batteries to erect industrial light houses, and instead of the guns to carry emblems of industrial peace, and over the filled up trenches we shall build roads that will lead to prosperity and success."

When the applause that followed this address had subsided, the chairman stated that the members of the trade press committee had been absolutely unanimous upon all points except one, and that was as to who among their number was best fitted to most earnestly and clearly present their attitude toward the present movement. On that matter the vote had stood five to one in favor of Carl Werner, the editor of the *Tobacco Leaf,* who had modestly refrained from voting for himself. Mr. Werner was then presented as the next speaker.

### Mr. Werner's Remarks.

My message, gentlemen, is very brief, and I hope very much to the point, because, as you all understand, all the editors have said their say in the columns of their papers; and if I were to say anything more, I would have to confess that what we had written had not been read, and no newspaper man likes to do that. (Laughter.)

I want to read three letters, from people who I think you will admit are of almost international fame in the tobacco world.

The first letter is from Weyman-Bruton Company, and is as follows:

"Mr. Carl Werner,

"Editor *Tobacco Leaf,*

"New York.

"My Dear Sir:

"In compliance with your request, advise that the principles and purposes of the proposed Tobacco Merchants Association ought to make such an Association very valuable to the whole tobacco trade—retailers, jobbers and manufacturers—and there is need for it. It ought to meet with success, and I hope its growth will be rapid enough as to enable the officers to obtain able men to devote their whole time to its interests, that it may become national in scope and of great benefit to the whole trade.

"In every appropriate way, the Weyman-Bruton Company will co-operate with the Tobacco Merchants' Association.

"Yours very truly,

"Weyman-Bruton Company,

"J. Peterson, President."

(Applause.)

The next letter is from George W. Helme Company, and I will read that to you:

"Mr. Carl Werner,

"Tobacco Leaf Publishing Company,

"82-92 Beaver Street, New York, N. Y.

"My Dear Sir:

"Absence from my office has prevented my earlier reply to your letter of September 15, with reference to a proposed Tobacco Association to be called 'The Tobacco Merchants' Association.'

"I should think that an Association of tobacco interests along the lines indicated in your letter, and along the lines indicated by the prospectus of this new Association, would be of real utility—there are surely many things with respect to which the interests of all engaged in the tobacco business are identical; indeed, there are many more things in which our interests are identical, than there are in which our interests clash.

"It will be necessary, though, if the Association is to be successful, that those actively in charge of it be devoted to the industry in their activities, and not selfish; that the Association be used to further the interests of the tobacco community. With such an Association the George W. Helme Company would be glad at all times to co-operate.

"Very truly yours,

"Otis Smith,

"President."

(Applause.)

———

One more letter, and this is from a man whose name is known from coast to coast, and who I think I can safely say is one of the most picturesque figures in the cigar world at the present time:

"Mr. Carl Werner,

"Editor of the *Tobacco Leaf,*

82-92 Beaver Street, New York, N. Y.

"My Dear Mr. Werner:

"Accept my acknowledgments for your kindness in asking me to be present at the luncheon to be given at the Hotel Biltmore on Saturday next, at which you and your associates of the trade press are to entertain a gathering of representatives of the tobacco industry.

"For many reasons, I would like to be present on this occasion, but, as a pressing engagement for Saturday interferes, I feel that perhaps I can as earnestly approve the objects of the conference by letter.

"Not being officially connected with the business which, for all my life, I have been devoted to, it must be apparent that the most that could be expected of me would be to give an expression of my moral support.

"This I am only too glad to give, because I am firmly of the opinion that you and your associates are promoting a movement by the organization of the trade on lines of mutual interest, which is capable of immense good. All of you gentlemen who know me best have probably heard me talk in the same strain. Working together, the trade can accomplish great good for its general welfare and benefit. I shall be watchful of the development of your plans, and sympathetic with them.

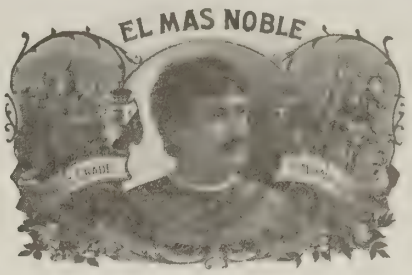
"Yours very truly,

"George J. Whelan."

(Applause.)

(*Continued on page* 160.)







# GARCIA & VEGA

**MAKERS OF QUALITY HAVANA CIGARS**

Established 1882

**NEW YORK**
49-51 FIRST ST.

**TAMPA, FLA.**
BONDED







**Alvaro Garcia**

**Jose Vega**



THE TAMPA FACTORY WHERE GARCIA & VEGA HIGHEST GRADE CLEAR HAVANAS ARE MADE IN BOND.

# LOOKING BACKWARD TWENTY-FIVE YEARS

**The Big Firms in the Cigar Industry a Quarter of a Century Ago—Complete List of Those Who Made More Than Five Million Cigars Annually.**

THERE were some big concerns in the cigar manufacturing industry a quarter of a century ago, before the era of combination and consolidation in the trade began, and we present herewith a list of the 86 firms in the United States who manufactured more than five million cigars in the calendar year of 1889.

These figures were compiled from official sources and can be relied upon as absolutely authentic. They are given in the order of the size of the output, and where a single firm operated two or more factories, the combined output of the various factories under one ownership is totaled as the output of the firm.

This list will be found of unusual interest to the trade for the reason so many of the firms that were counted among the leaders a quarter of a century ago, are still found not only actively engaged in business, but well up in the front ranks today.

Some of the concerns that were among the leaders 25 years ago have been combined, and some have passed out of existence altogether, but such names as those of T. J. Dunn & Co., Horace R. Kelly & Co., Boltz, Clymer & Co., the E. H. Gato Cigar Co., Carl Upmann, W. K. Gresh & Sons, A. Roig & Langsdorf, I. Lewis, Bondy & Lederer, Hull, Grummond & Co., George A. Kent & Co., Gumpert Bros., Juan F. Portuondo, Yocum Bros., and one or two others will be readily recognized as still in business and some of them among the big concerns in the trade.

It is interesting to note that the several firms that have since been combined to form the United Cigar Manufacturers Co., of the present were in the front rank twenty-five years ago. Thus Straiton & Storm were at the head of the list with an output of more than 26 million cigars. Lichtenstein Bros. & Co., were not far behind with a production of more than 24,000,000; Kerbs & Spiess made almost 17,000,000; and Wertheim & Schiffer, nearly 16,000,000; a total of some 83,000,000 cigars.

S. Ottenberg & Bro., in which firm Henry Ottenberg, the present well-known Manila importer was a partner, were well up among the leaders with an output of more than 21,000,000 cigars.

There were 804 cigar manufacturers in the United States that made or sold more than half a million cigars in the United States in the calendar year of 1889, but only 86 who made more than 5,000,000 cigars. It is worthy of note, however, that there was a big strike in Key West that year, when all of the principal factories were shut down for fully three months, so that in the case of the Key West manufacturers, there was really only nine months production to count against a 12 months output in the case of the factories in other sections.

The following is the list in full:

1. Straiton & Storm, New York.. 26,425,775
2. S. Hernsheim, Bros. & Co., New Orleans ..... 25,462,350
3. Lichtenstein Bros. Co., New York,
   Factories 50, 1,307..20,163,850
   Factory 175 .....3,939,625 } 24,103,475
4. Seidenberg & Co.,
   New York .....13,754,875
   Key West .....10,310,850 } 24,065,725
5. P. Whitlock, Richmond, Va.... 23,927,275
6. Geo. P. Lies & Co., New York.. 23,033,000
7. Bondy & Lederer, New York.. 22,888,450
8. Union American Cigar Co., Allegheny, Pa..... 21,566,850
9. S. Ottenberg & Bro., New York. 21,153,000
10. J. K. Collins, Pittsburg..... 17,720,400
11. Boltz, Clymer & Co.,
    Philadelphia .....12,878,250
    Perkasie ..... 4,345,450 } 17,223,700
12. Kerbs & Spiess, New York... 16,924,300
13. Roth, Bruner & Feist, Cincinnati ..... 16,463,950
14. M. Silverthau & Co., New York. 15,949,750
15. Wertheim & Schiffer, New York ..... 15,830,000
16. Sutro & Newmark, New York. 15,668,650
17. Powell, Smith & Co.,
    Kingston, N. Y....13,919,850
    New York ..... 1,864,950 } 15,784,800
18. V. Martinez, Ybor & Co., Tampa ..... 14,715,825
19. Barlow, Rogers & Simpson, Binghamton ..... 14,364,125
20. Levy Bros., New York..... 14,148,200
21. M. W. Mendel & Bro., New York ..... 14,059,375
22. Geo. A. Kent & Co., Bingham-ton ..... 13,591,075
23. Reynolds, Rogers & Co., Binghamton ..... 12,414,975
24. E. H. Gato, Key West..... 12,072,230
25. Carl Upmann, New York..... 11,900,775
26. Hahn, Brussell & Co., New York ..... 11,349,400
27. D. E. Rose & Co., New York.. 11,232,750
28. T. J. Dunn & Co.,
    Philadelphia ..... 7,991,250
    Boyertown ..... 2,631,400 } 10,622,650
29. Morris Jacoby, New York.... 10,572,825
30. John W. Love, New York.... 10,254,100
31. Kaufman Bros. & Co., New York ..... 9,766,750
32. Aug. Pollock, Wheeling..... 9,750,500
33. R. & W. Jenkinson, Pittsburg.. 9,574,110
34. H. R. Kelly & Co.,
    Key West ..... 8,163,000
    New York ..... 1,376,725 } 9,539,725
35. Krohn, Feiss & Co., Cincinnati. 9,323,325
36. Foster, Hilson & Co., New York. 9,275,000
37. J. Ellinger & Co.,
    Key West..... 7,374,075
    New York ..... 1,884,825 } 9,258,890
38. P. C. Fulweiler,
    Marietta, Pa. ..... 6,593,600
    Philadelphia ..... 2,555,000
    Mount Joy, Pa..... 65,000 } 9,218,600
39. William Graf & Co., Milwaukee. 8,856,000
40. Anchor Cigar Factory, Allegheny, Pa..... 8,656,800
41. Schaefer & Mahrt, Dayton.... 8,645,000
42. Hull, Grummond & Co., Binghamton ..... 8,546,375
43. Gumpert Bros., Philadelphia.. 8,528,100
44. Lozano, Pendas & Co.,
    Tampa ..... 7,320,500
    New York ..... 1,199,875 } 8,520,375
45. Landauer & Kaim, New York. 8,344,200
46. Brown Bros., Detroit..... 8,371,475
47. S. Josephs & Co., New York.. 8,205,600
48. S. Jacoby & Co., New York.. 8,106,300
49. Jaeger Bros., New York..... 7,861,700
50. Jacob A. Mayer, Manchester Pa. ..... 7,858,800
51. Mange, Wiener & Co., Philadelphia ..... 7,627,375
52. L. & E. Kaufmann, New York. 7,049,550
53. M. Brillis & Co., Allegheny, Pa. 6,894,700
54. L. Kahner & Co., New York.. 6,870,000
55. George Bence, New York.... 6,852,075
56. Hass Bros., Cincinnati..... 6,785,525
57. M. Marsh & Son, Wheeling.... 6,773,000
58. Oblinger Bros. & Co., Lancaster, Pa. ..... 6,702,300
59. Chas. Millheiser, Richmond, Va. 6,673,900
60. S. Levy & Bro., Albany, N. Y.. 6,626,700
61. J. F. Portuondo, Philadelphia. 6,632,300
62. Celestino Palacio & Co., Key West. ..... 6,489,375
63. Yocum Bros., Reading, Pa... 6,488,675
64. Rosenthal Bros., New York.... 6,377,250
65. Glazer, Frame & Co., Reading, Pa. ..... 6,335,900
66. Carter & Darrow, Binghamton. 6,229,925
67. Roig & Langsdorf, Philadelphia. 6,206,000
68. Joseph Schafer, Dayton..... 6,094,550
69. Lichten Bros., Philadelphia.... 6,080,000
70. McCoy & Co., New York..... 6,033,500
71. El Modelo Cigar Man'f'g Co., Jacksonville, Fla..... 5,938,100
72. W. K. Gresh & Sons, Norristown, Pa. ..... 5,869,750
73. S. J. Dudley & Co., Richmond, Va. ..... 5,804,600
74. L. Newburger & Bro., Cincinnati. ..... 5,750,000
75. C. C. Bickel & Co., Louisville.. 5,729,775
76. Geo. Moebs & Co., Detroit.... 5,690,025
77. Fuchs & Kraus, New York.... 5,646,325
78. D. B. Long, Lebanon, Pa..... 5,641,200
79. L. B. Miller,
    Milford, Pa..... 790,800
    Pennsburg, Pa..... 2,687,950
    Redhill, Pa..... 2,120,300 } 5,599,050
80. Eugene Vallens & Co., Chicago. 5,589,775
81. Israel Lewis, New York..... 5,512,300
82. M. W. Jacobs,
    Boyertown, Pa..... 1,908,300
    East Greenville..... 3,544,400 } 5,452,700
83. M. Stachelberg & Co., New York ..... 5,434,575
84. H. Tietig & Bro., Cincinnati.. 5,261,750
85. H. Dallmyer & Son, Pittsburg. 5,221,800
86. A. Davis, Sons & Co., Cincinnati. ..... 5,016,525

### VARIETY IN SMOKING.

"Smoking is capable of infinite variety. But though to some it would be like the losing of a limb to go to bed or rise or to wash themselves smokeless, their groans would be as is the striking of a match to a thunderstorm compared with the deep reverberate roar that would greet the proposal to curtail the last pipe. That is a moment which shines as a beacon through the darkest day.

"'Sweet, when the morn is gray,
Sweet, when they've cleared away
Lunch, and at close of day
Possibly sweetest!'"

# The Standard Commercial Tobacco Co., Inc.

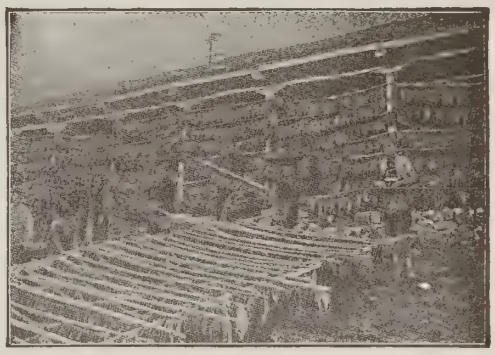
## 15-25 Whitehall Street

## New York City

### Largest Importers of MACEDONIAN, TURKISH and RUSSIAN Leaf Tobaccos



*It is one thing to buy any tobacco and quite another thing to buy Standard's*



### We always keep in New York City a large stock of all kinds and grades of TURKISH and MACEDONIAN Leaf Tobaccos

The enormous quantities we buy at a time on the other side through our experienced buyers enable us to quote prices on goods in New York, which the average dealer and manufacturer could not obtain even at the original markets.

When in need of Cigarette Tobacco just drop us a line. We will do the rest for you to your entire satisfaction.

*The Standard Commercial Tobacco Co., Inc.*

*15-25 Whitehall Street, New York*

# ORGANIZATION ON THE PACIFIC COAST

By N. E. NELSON

SECRETARY WESTERN ASSOCIATION OF RETAIL CIGAR DEALERS

President, J. R. BREWSTER, Seattle.
First Vice-Pres., DAN B. DWYER, San Francisco.
Second Vice-Pres., GUY W. YONKIN, Los Angeles.
Third Vice-Pres., W. H. DEDMAN, JR., Portland.
Treasurer, JOSEPH F. DIZARO, Seattle.
Secretary, N. E. NELSON, Seattle.
Directors: W. L. ALFRED, Tacoma; A. R. JOHNSON, Hoquiam; E. LIPPERT, Spokane; M. W. McMANIS, Seattle; J. B. MARTIN, San Francisco; A. C. SENKER, Bellingham; H. T. SHELLEY, Portland; I. WEINBERGER, Los Angeles.

CONDITIONS in the cigar and tobacco retail business in Seattle had been going from bad to worse for some years. Price-cutting was rampant, many staple five-cent cigars were sold throughout the city at from seven to ten for 25 cents, and two for 25 cents cigars at five for 50 cents. Similar slashing of prices in other lines of cigars and tobaccos was also prevalent. There were many other illegitimate business methods openly practiced.

It was to remedy these unprofitable and unpleasant conditions that a few of the leading men in the trade in Seattle got together, November 13, 1908, and organized the Seattle Retail Cigar Dealers' Association. After the association had become thoroughly organized—in the course of two or three months—the benefits to be derived from co-operation soon became apparent. Price-cutting practically ceased to be the chief means of drawing trade, and one by one the other evils were gradually eliminated. In the course of a year the business had been put upon a profitable basis, to the retailer, the jobber, and manufacturer.

The retailers in the other cities and towns in the State of Washington seeing or hearing of the good work being done by the Seattle association expressed a desire to become organized. With the assistance of some of the members of the Seattle association organizations were formed in rapid succession in Tacoma, Spokane, Walla Walla, North Yakima, Bellingham and the Gray's Harbor country, including Hoquiam and Aberdeen.

A desire was now manifested for a state organization to act as sort of clearing house for the other organizations and those retailers who wished to become members but were not situated in a city where there was an association. This desire bore fruit, and Tuesday, January 9, 1912, will be remembered as an historic day by the retail cigar dealers of the State of Washington, for on that date was organized the first State association of retail cigar dealers in the United States. The event was celebrated by a banquet given in the evening of that day in the Elks banquet hall, in Seattle, which was attended by prominent cigar men from all over the state of Washington, members of the Seattle and Tacoma Chambers of Commerce, editors of the leading papers and many business men in other lines of trade.

Everyone worked with a hearty good will, realizing that it was only through association that the trade could be kept free from contaminating influences. The presence of many of the most influential men in Seattle's business world gave evidence that organization—co-operation—was becoming a recognized factor in promoting better trade relations.

The title of the new organization was the Washington State Association of Retail Cigar Dealers. This was later changed to the present name, the Western Association of Retail Cigar Dealers, in order to admit Portland and other Oregon associations.



N. E. NELSON, OF SEATTLE.
Secretary of the Western Association of Retail Cigar Dealers.

At the convention held in Seattle, January 13-14, 1914, the San Francisco Retail Cigar Dealers Association became affiliated with the Western Association, and at the convention held in San Francisco, May 11-12, 1915, the Independent Retail Cigar Dealers Association of Southern California affiliated with the Western Association. The Southern California organization includes members in Los Angeles, San Diego, Pasadena, San Pedro and other cities in that section.

The Western Association of Retail Cigar Dealers now affiliated associations or members in each of the following cities:

State of Washington: Seattle, Spokane, Tacoma, Aberdeen, Bellingham, Bremerton, Centralia, Cheney, Cle Elum, Colfax, Ellensburg, Elma, Everett, Hillyard, Hoquiam, Lind, North Yakima, Olympia, Pasco, Prosser, Pullman, Puyallup, Rosalia, Walla Walla, and Wenatchee.

California: San Francisco, Los Angeles, Anaheim, Long Beach, Ocean Park, Pasadena, Pomona, San Diego, San Pedro, Santa Ana, Santa Monica, and Venice.

Oregon: Portland, Astoria, Eugene, Medford, and Albany.

In order to promote the association work, to keep its members informed as to what was going on in association circles, as well as to disseminate news of interest to the cigar and tobacco retailer, and in general to give expression to those things it is thought desirable for the trade to advocate or shun, as the case may be, it was decided by the officials of the organization to issue a monthly paper, and in December, 1912, the first issue of *Smoke* appeared, and it has been issued regularly every month since. Although at first its circulation was limited, it is now a welcomed addition to the trade reading matter of almost every retailer on the Pacific Coast. *Smoke* has proved its value to the association and to the trade in general.

The Western Association of Retail Cigar Dealers is one of the strongest aggregations of retail cigar and tobacco men in the United States. Its membership is composed of men who are considered leaders in their line; enterprising, progressive, aggressive, and ever to the fore in those things that will benefit the whole cigar and tobacco trade.

The association stands for price maintenance and advocates the handling of only such lines and brands as show a fair margin of profit above expenses. It is against coupons, trading stamps and all similar so-called profit-sharing schemes. It is against all illegitimate business methods, and aims to elevate the status of the tobacco trade in every legitimate way. In short, the Western Association of Retail Cigar Dealers through its legislative and educational work has been an important factor in shaping the retail methods of the cigar and tobacco business on the Pacific coast.

High ideals and altruistic purposes have animated the association since its inception in 1912. Its whole career represents a constant effort to promote the best interests of the cigar and tobacco trade in matters of purer business conduct and relative subjects, and in every instance it has been the aim of those directing the affairs of the organization to place the greatest good of the trade ahead of mere selfishness.

Suffice it to say that the Western Association

(*Continued on page 22.*)

# MIXING IT

A great painter said that the best results in painting are to be achieved by mixing brains with paint.

It is equally true that the best results in cigar manufacturing are to be achieved by mixing brains with the tobacco.

What a modern cigar jobber or retailer wants is not a cigar manufacturing organization merely, but a thinking organization—one that uses its head as well as its hands.

That is the sort of an organization we are.

596 Sixth Ave.
Cor. 35th St.

DAVE SAQUI

New York City
New York

Maker of
THE NOW FAMOUS
Shade-Grown Wrapper Cigar

MADE IN
13 SIZES
1-40" Packings

RETAILING
AT FROM
3-25c to 2-25c

JEAN VALJEAN




*Truly A Cigar*

REGISTERED

# NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

## An Organization Which Has Done Much Effective and Practical Work to Advance the Interests of the Trade

By CHARLES FOX

OFFICERS:

President, CHARLES FOX, New York. Secretary, JOSEPH MENDELSOHN, New York.
Vice-President, S. MAJOR NEWBURGH, Hamilton, O. Treasurer, GEORGE M. BERGER, Philadelphia.

DIRECTORS:

H. G. BREMER, Philadelphia; B. A. KAISER, Boston; MILTON RANCK, Lancaster, Pa.; JOHN STAUN, Cincinnati; C. A. KINCADE, Troy, O.; and EMIL WEDELES, Chicago.

(*Organized, May 22,* 1899.)

THE National Cigar Leaf Tobacco Association, the oldest organization in the trade that has been continuously active from the day of its formation down to the present time, was born in Philadelphia, early in 1889. It came into existence as a protest against an unjust ruling by Hon. G. W. Wilson, who was at that time Commissioner of Internal Revenue, and from that time to this the association has at all times been active and aggressive in fighting for what a majority of its members have deemed to be for the best interests of the trade.

But while the National Cigar Leaf Tobacco Association has been primarily an organization for action, the social side has not been neglected, and the banquets and other festivities in connection with the annual conventions, have brought the leaders of the cigar leaf tobacco trade in different sections of the country together under the most favorable auspices.

As a result of these annual gatherings a community of interests has been created, regard and esteem for one another has been engendered, and the cordial personal friendships have gradually grown up between men who would have otherwise have known each other only in a coldly formal and prosaic business way.

To go back to the beginning of the National Cigar Leaf Tobacco Association, Internal Revenue Commissioner Wilson issued a ruling, February 24, 1899, to the effect that leaf tobacco dealers could no longer sell to either manufacturers or other leaf dealers in quantities less than an original hogshead. The ruling was regarded as particularly unjust and onerous, the more especially as prominent lawyers advised that the ruling was not in conformity with legal powers vested in the Commissioner.

Following much informal discussion of the matter, a call was sent out to every leaf tobacco house in Philadelphia to be represented at a formal conference to take action on the ruling. At this conference at which practically every firm in the leaf tobacco trade in Philadelphia was represented, a local organization was effected with John R. Young as president, Walter G. Wilson as secretary, and W. H. Dohan, as treasurer.

Steps were at once taken to secure a hearing before the Commissioner in Washington, and Philadelphia sent as delegates John R. Young, Walter G. Wilson, Harry Bremmer and L. P. Kimmig. Delegates from other cities joined the Philadelphians in Washington, the representation of the four principal centers of the leaf trade being as follows:

New York, Morris Rossin, Frank Arguimba, and Aaron J. Bach.



GROWING FIELD OF TOBACCO IN CUBA.

Chicago, J. L. Friedman and Ben Rothschild.

Cincinnati, John Oberhelman and Alexander Pappenheimer.

Baltimore, Wm. A. Boyd, Walter L. Stewart and Edward Wischmeyer.

The direct outcome of this hearing in Washington was a speedy revocation of the unjust ruling of the Commissioner of Internal Revenue, and this result was with good reason attributed in a large degree to the fact that the leaf tobacco interests in the different sections had come together and acted as a unit.

It was therefore at this hearing in Washington that the idea of organizing a permanent organization took definite shape. The idea was acted upon, and a call was issued for the first national convention of the cigar leaf tobacco interests of the United States.

This convention assembled at the Hotel Stratford, then standing on the present site of the Bellevue-Stratford, in Philadelphia, on the first Monday in May, 1899.

At this convention it was said by John R. Young, the first president: "The formation of such a representative body as this must be of great benefit to the entire trade, for all can now feel that there is an official body ready and willing to defend the interests of the trade whenever and wherever attacked."

These words were prophetical, and former President Young, in a recent summary of the many activities of the association from the day of its organization down to the current year, points out that as a result of the work done by the officers in the early days and on many occasions since, the Commissioner of Internal Revenue has not only recognized the right of the association to protest against any ruling of the Department or action of local collectors which has been, in their opinion, contrary to the letter of the law or unjust to the merchant or manufacturer, to invite suggestions as to methods in preventing of fraud against the Government, and in the establishing of an amicable understanding between the Internal Revenue officers and members of the association, instead of that spirit of mutual hostility which formerly existed, generated on the side of members by reason of unwise and at times unlawful restrictions and regulations. One of these cases which required registration as leaf dealers and the keeping of books at each warehouse first came up in June, 1899, but was rescinded through the efforts of the association in September of the same year, and license fees which had been paid were returned to members. This same ruling was repeated in 1907, but in a short time again rescinded at the request of the organization.

In addition to this the association has secured more satisfactory rules relative to the keeping of government books and the making of returns to the government.

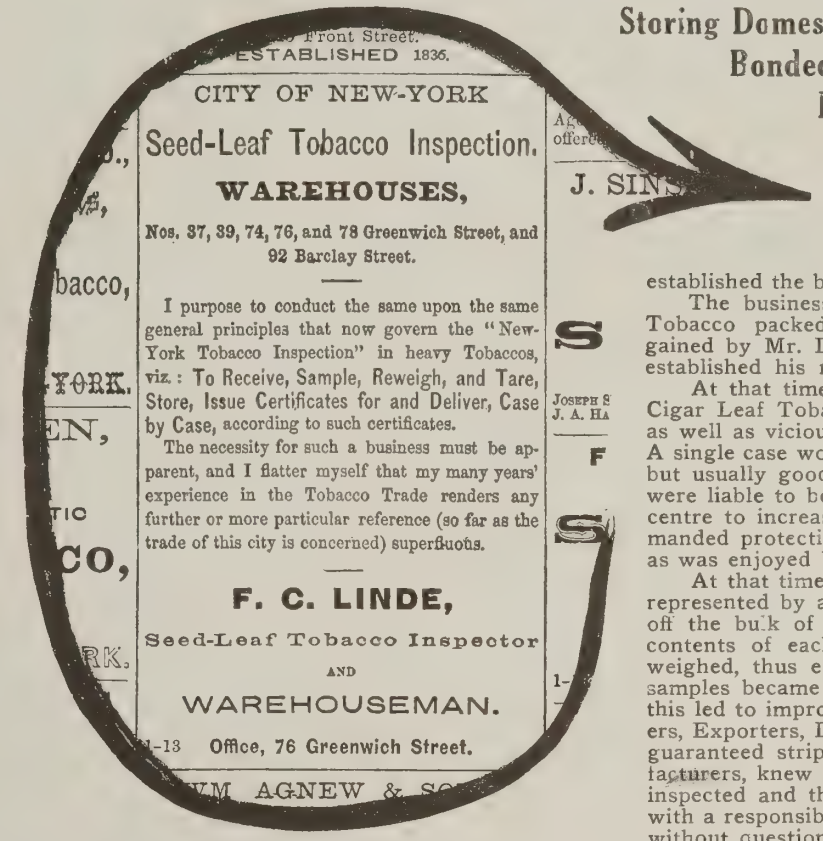
Efforts to change the dock weight law were begun in 1899, and on February 1, 1900, a bill was presented in Congress for the desired relief. This was continuously pressed through the various channels and would undoubtedly have passed by Congress had it not been for the

(*Continued on page* 18.)

# F. C. LINDE, HAMILTON & CO.

## 178-186 PEARL STREET, NEW YORK

**Cigar Leaf Tobacco Inspectors and Weighmasters,**
**Storing Domestic and Imported Cigar Leaf Tobacco, a Specialty,**
**Bonded and Free Storage for General Merchandise,**
**Frazier M. Dolbeer, Sole Proprietor.**




THE cut reproduced here is the fac-simile of the advertisement placed by Mr. F. C. Linde in the first issue of *THE TOBACCO LEAF*, March 4, 1865. Some years previous Mr. Linde left the employ of Fatman & Co. to engage in the business of carting tobacco, and in 1864 he established the business now conducted by F. C. Linde, Hamilton & Co.

The business originally consisted of storing and inspecting Southern Leaf Tobacco packed in hogsheads. The knowledge of tobacco and the experience gained by Mr. Linde, while in the employ of Fatman & Co., and subsequently, established his reputation as a Leaf Tobacco Expert.

At that time considerable annoyance was experienced in buying and selling Cigar Leaf Tobacco, because of the irregular packing by inexperienced persons as well as vicious manipulators. Tobacco was poorly sorted or not sorted at all. A single case would contain all grades, qualities and conditions, partly thrown in, but usually good tobacco nicely packed on top and bottom, where top samples were liable to be drawn. Often foreign heavy articles and junk were put in the centre to increase the weight. It was then that the local and foreign trade demanded protection and security in buying and selling Cigar Leaf Tobacco, such as was enjoyed by handlers of hogsheads.

At that time, at the earnest solicitation of The New York City Leaf Dealers, represented by a Committee, Mr. F. C. Linde inaugurated the stripping of cases off the bulk of tobacco; of drawing warranted samples which represented the contents of each case. The empty box was weighed and the full case was weighed, thus establishing correct representation, weights and tares; and such samples became current in all cigar leaf markets throughout the world. While this led to improvement in sorting, packing, weighing and taring, Growers, Packers, Exporters, Dealers and Jobbers realized that it was a great advantage to have guaranteed stripped samples to sell by because Buyers, especially Cigar Manufacturers, knew the box had been taken off each bulk, that the tobacco had been inspected and that it had been done by a capable, experienced man, connected with a responsible firm, whose sample ticket was universally known and accepted without question wherever Cigar Leaf Tobacco is used.

Packers and Dealers have learned that the reliable, official sampling firm puts up a neat, well shaded sample, representing fully the value of the case, that the tobacco sells at a higher price without any quibbling about how sorted, or packed, or what the case contains.

The first question is: Whose ticket is on the sample? If it is LINDE'S TICKET? And if the tobacco is what the buyer wants, the only thing to be agreed upon is price and terms.

THE present methods of conducting business demonstrate that there is eminently a greater necessity for Guaranteed Official Samples at present than fifty years ago; and, in fact, the business has increased to an extent, that F. C. Linde, Hamilton & Co., in addition to their home force, now maintain, and for years have maintained Inspection Branches in packing centres of all cigar leaf producing States, which are in the charge of thoroughly competent men, who sample between 100,000 and 200,000 cases per annum. Many years ago this firm absorbed the McBensel Co. and Frank Rusher & Co.

THE "Linde" firm has during its entire existence of over fifty years conducted a GENERAL STORAGE business for the handling of all kinds of DOMESTIC and IMPORTED MERCHANDISE of a character free from objectionable odors, not of a dirty nature, or that which will sift, or such as will affect the insurance rate adversely.

Having handled all kinds of Merchandise in all kinds of warehouses, Dry, Moist, Warm, Cold, Freezers, it is natural that they feel competent to take charge of any goods, place them under proper environment and preserve them to the best advantage from undue contamination.

THE LINDE firm has always made a specialty of storing Leaf Tobacco, which, with its experience in sampling, handling and judging the product, warrants it in guaranteeing the trade that it is qualified to give the best service possible, placing various kinds of leaf in positions and under conditions best suited for their proper preservation.

It makes a vast difference how tobacco is handled and where it is stored. It is easy to spoil tobacco, but it is just as easy to preserve it if you know how. A Dealer or Manufacturer should exercise as much care in storing his leaf tobacco as he does in selecting a bank for depositing his money. It is really more important, because his tobacco is his vital stock in trade, the life of his business.

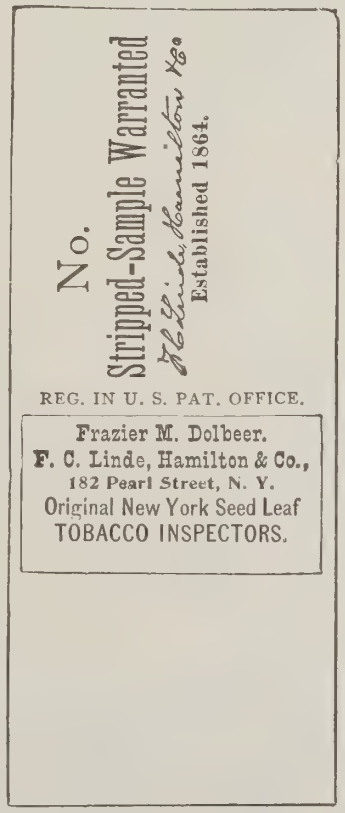
The important things to consider in selecting a warehouse are: The responsibility of the storage firm, its qualification to care properly for goods, careful handling, quick receiving and delivery.

Has it occurred to you how much energy, time and money is spent in procuring superior, suitable goods for the needs of a Dealer's customers, also by a Manufacturer for the production and maintenance of a special brand of cigars which costs thousands of dollars to advertise and establish; and then not any or very little care given to the equally important matter of preserving the tobacco which makes the cigar?

Is it not equally surprising that intelligent, shrewd business men should spend thousands of dollars to purchase tobacco, and then (they think), to save a little expense, storage and insurance, leave it stored in sheds, barns, country warehouses for an indefinite period, subject to such care as may be given by an indifferent caretaker, often to the inconvenience and annoyance of packers who submit simply because it has become a custom of the trade, while in reality nothing is saved, because the price charged for goods is fixed to cover all contingencies?

How many times has it occurred, that purchased goods left in the possession of a seller who has failed, have been hypothecated, the notes given in payment having been discounted, the buyer has had to pay the notes at maturity, also to pay to redeem the goods, or the purchaser find that his goods have been levied upon and seized for the debts of the custodian?

No other trade or dealers in any other commodity ever practiced such perilous methods. Most merchants buy goods, settle for them, take title and actual possession, then direct the care of their property.




IT is sixty-five years since Mr. F. C. Linde first sampled tobacco.

It is fifty-seven years since he established a storage business.

It is fifty years since Mr. F. C. Linde established guaranteed sampling of Cigar Leaf Tobacco from stripped cases.

The present offices are in buildings erected by this firm forty-three years ago.

It is forty-one years since Mr. Frazier M. Dolbeer entered the employ of the firm of F. C. Linde, Hamilton & Co., of which he is the present sole proprietor.

The reputation of the firm has been maintained for responsibility, honesty, capability, and intelligent consistency.

It is respectfully submitted: Do such conditions merit favorable consideration?

# NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

(*Continued from page* 16.)

opposition of the Collector at New York, although later the association secured his endorsement of another plan, but which failed for reasons of political policy, which opposed any change in the existing tariff laws. Although the immense amount of work done in this matter seemingly has been unfruitful, yet it has, beyond question, placed the leaf tobacco interests in such a position that the association may eventually secure the desired relief.

By prompt and decisive action at Washington, in March, 1901, and with the assistance of the cigar and tobacco organizations in Havana, the association prevented the accomplishment of an effort to have Porto Rican tobacco admitted to Cuba free of duty, recognizing as it did that the Cuban product should be kept pure.

Through the personal work of the officers of the association before Congress an additional appropriation was secured for the division of soils, was elevated to the dignity of a Bureau. This benefited many members of the leaf trade especially those interested in Connecticut and Florida tobaccos.

From the beginning of the agitation for reciprocity with Cuba it was apparent to every one interested in the tobacco business that legislation might be enacted which would be inimical to their interests; to prevent this and secure legislation that would be of the least injury became the aim of the association and for months its officers were constantly at work, and as a result prevented a 50 per cent. reduction which, had it been allowed, would have seriously affected the manufacturers of fine cigars and perhaps driven many of them out of business.

In this connection it should be noted that for the first time in the history of the cigar industry, through the efforts of the association, there was secured joint action by all branches of the industry, and January 21, 1902, the most representative body of tobacco men that had ever been brought together met in Washington, presented their cause to the President personally, and appeared before the Ways and Means Committee of the House of Representatives. Let those who claim that unity of action cannot be secured remember this.

The conditions under which Cuba was finally given reciprocity is well known, but it is also known that the United States has never received the benefits which it was argued its citizens would receive, but, on the contrary, almost all the predictions made in opposing reciprocity have become true.

The manner in which the Philippine question has been handled and the results obtained are well known.

One of the notable achievements of the association was thus noted by President Bijur in his report at the 7th annual convention: "One of the most gratifying incidents of the year, and one of which the members of our association may refer to with a very proper pride as reflecting the advantages to be gained through organized efforts, is the change in the customs stamp formerly placed on boxes of imported cigars."



TOBACCO FIELD IN THE VUELTA ABAJO, CUBA.

At the Convention in Atlantic City in May, 1914, a resolution was passed to ask the various experimental stations, both National and State, to stop the indiscriminate distribution of seed to farmers, but consult with packers, dealers in leaf tobacco and manufacturers of cigars as to the kind of seed best adapted for certain localities. A number of responses favorable to this resolution were received.

During the preparation of the Underwood tariff law, the association was active and prevented the adoption of a schedule on tobacco which would have been most harmful to the industry. The association also secured in this connection a much better definition of what constitutes a wrapper. Since the enactment of the present tariff law, appraisements have been more equitable and importers have had less cause for complaints.

While Congress was considering the so-called War Tax measure, many propositions were considered as to how the tobacco industry should be taxed, and many of those propositions had they been adopted, would have been of great detriment to the tobacco trade. The association worked industriously and secured what may well be considered the least harmful of all the taxes proposed, and certainly a much more favorable schedule than would have been adopted had there been no association to look out for the interests of the tobacco trade.

The association has always aided in the efforts made at various times to correct the coupon evil, and when a call was made upon the organization recently for defending an appeal to the Courts of the State of Washington against a decision favorable to these contentions, the association immediately responded with a substantial contribution. This appeal is now before the United States Supreme Court, and should this court decide against the appellants it would go a long way towards eliminating an evil that has caused so much injury to the cigar trade.



SCENE IN A LEAF PACKING HOUSE IN HAVANA.

The Government, being in need of additional revenue, the Ways and Means Committee of Congress, in July, 1909, decided to increase the Internal Revenue Tax on cigars from $3 to $3.60 per M. The officers of the association were notified of this July 4 and also that only the

(*Continued on page* 22.)

SPECIAL PROCESS
CIGAR BANDS

Manufactured by the latest European methods by the oldest and largest cigar band manufacturers in America. Forty-five years of steadily increasing growth is the acid test of our workmanship and service.

WM. STEINER, SONS & CO.
LITHOGRAPHIC SPECIALISTS
257-265 W. 17TH ST. - STEINER BUILDING - NEW YORK CITY.

Without cost to you, we will be glad to furnish sketches and suggestions for labels, display cartons, folding boxes, cut-outs and any specialty for the cigar trade. Write for estimates on your next order, large or small.

HIGH GRADE
CIGAR LABELS

## STRIPPED LEAF FROM PORTO RICO

**A Great Business Has Been Developed from a Small Beginning Made in 1906.**

By Joseph Mendelsohn.
(Of Mendelsohn, Borneman & Co.)

WHEN Cuba had the misfortune of growing two poor crops of tobacco in succession in 1906 and 1907, the problem of furnishing a suitable substitute for Vuelta Abajo filler became extremely serious.

It was quite natural that in style of leaf, taste and aroma the tobaccos of the island of Porto Rico should compare most favorably with Cuban tobacco; particularly good in this respect are the tobaccos raised on the fertile soil of the inland districts.

When a satisfactory substitute had to be found in order to supply the urgent demand for mild, aromatic cigars, we thoroughly investigated the merits of Porto Rican tobaccos, and we recognized at once the necessity of bringing these tobaccos to the United States in a ready-to-work condition.



SCENE IN PORTO RICAN PLANT OF MENDELSOHN, BORNEMAN & CO.

The Porto Rican growers had not acquired the art of curing tobaccos to that high completeness which distinguishes the best work done on the island of Cuba. It was necessary for the handler of the Porto Rican leaf to build suitable curing houses and inaugurate a system of selecting and packing the tobaccos, by bringing over experienced men from the island of Cuba to do this difficult work.



STRIPPERS AT WORK IN MENDELSOHN, BORNEMAN PACKING HOUSE.

A powerful aid in the development and increase of the Porto Rican tobaccos was the fact that the free entry into the United States of tobaccos from Porto Rico created a satisfactory market for such cigars; also the wide-awake manufacturers of this country have availed themselves liberally of Porto Rican leaf which, whether worked alone, in combination with domestic tobaccos, or in blends with Havana, has given the most gratifying results to the manufacturer.

The inland tobaccos of Porto Rico are of particularly fine taste and ideally adapted to please the smoker of today, who wants a "mild and aromatic" cigar. Thus, beginning in 1906, with a small demand for the Porto Rican leaf, the exportation to the United States has grown to such an extent that the consumption of Porto Rican products in the United States now amounts to nearly 10,000,000 pounds of leaf tobacco and over 150,000,000 cigars annually.

It is interesting to know that before the Spanish-American war the Porto Rican tobaccos had free entry to Cuba and a ready market for Porto Rico's output existed in Cuba and in Spain. Since the war Cuba has levied a tariff of $5 a pound on all tobacco from foreign countries; therefore the exportation of Porto Rican tobacco to Cuba is prohibitive.

We employ at the present time over 250 people in the preparation of tobacco for our customers; we avail ourselves of nothing but the best of Sun-grown tobacco, and in purchasing such tobacco we are on the alert at all times to secure a product mild in taste and of high aroma, recognizing the fact that the American public does not want heavy cigars.

In the stripping of our tobaccos, we pay particular attention to have them stemmed correctly; we see that sufficient stem is removed, making it unnecessary for the cigarmaker to take out an additional part of the stem so that his bunch will not suffer. As tobaccos are usually stripped, the stem is often too long for the size of cigar, consequently the maker of the cigar is handicapped by losing time in removing the surplus stems.

Another item of great importance for the manufacturer to know is that our tobaccos are put up in barrels containing about 115 pounds each. We do not believe in pressing a greater weight into the barrels, although it can be done

(*Continued on page 22.*)



PACKING HOUSE OF MENDELSOHN, BORNEMAN & CO., PORTO RICO.

# Grasp This

Necessity does not demand that you
Buy your leaf tobacco from us.
However, complete satisfaction does;
For nowhere else can you do better
On prices, quality or uniformity.

---

MENDELSOHN BORNEMANN & Co.
HAVANA
AND
PORTO RICO
TOBACCO
196 WATER ST.- NEW YORK CITY

QUALITY - PURITY - UNIFORMITY - GUARANTEED -
TRADE MARK
M B & Co.
REGISTERED

# NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

(*Continued from page* 18.)

possible opportunity for a hearing would be the next morning. It was a critical situation, but, having executive officers willing to sacrifice their holiday, they hurried to Washington and by earnest and emphatic statements secured the defeat of the measure in Committee. It is no exaggeration to say that no greater service has ever been given the association.

The results secured to members of the association by the active work done by the Insurance Committee during 1910, 1911 and 1912 has never received the credit that is justly due, but if a comparison is made between the rates paid prior to 1911 and those paid now, especially in New York, it will show just how the trade has been benefited.

The proposition of the Eastern freight lines to change the classification of tobacco in cases in less than carload lots, from fourth to third class, which means an increase in freight to the smaller shipper of about 40 per cent. received the attention of the association and every effort was made to prevent such an additional burden from being placed upon the greatest number in the industry and least able to bear such an increase.

The Executive Officers have done, during the existence of the association, an immense amount of personal work in the interest of every member of the trade, the direct beneficial results of which are being enjoyed by all.

If results, such as above cited, can be obtained by a comparatively small percentage of the tobacco industry, how much more could be accomplished if everyone in the trade put their shoulder to the wheel, and join the organization, which is big enough and powerful enough trade representation, to be heard and listened to at all times on all questions appertaining to our interests.



DRYING STRIPPED FILLER IN PORTO RICO WAREHOUSE.

The recommendation made that the association should institute a vigorous campaign of education by preparing a statement of actual conditions and undisputed statistics and to give the same widespread publicity, has not received the attention such a matter deserved, yet the officers of the association have interested the growers in new and more scientific methods, with the result that tobacco of better quality and burn is now being raised in several States, more especially in Pennsylvania.

The association took an active part in the controversy in regard to the Bonded Factory Stamp, and sent out over 300 letters to the most interested manufacturers throughout the United States. It helped in organizing a committee of the manufacturers of Greater New York, assisted in the protest presented by the Chicago manufacturers, filed briefs with the officials in Washington, attended hearings in Washington, and presented arguments against the issuing of a label denoting workmanship as representing the character of a cigar.

Owing to the indifference of the cigar manufacturers in general, who did take an interest sufficiently large to combat the representations made by opponents. These efforts were but partially successful, but they did head off the issue of different colored stamps to indicate different kinds of workmanship, and obtained, as far as workmanship is concerned, a fairer interpretation.

## STRIPPED LEAF FROM PORTO RICO

(*Continued from page* 20.)

and is done by others. Too much compression causes the tobaccos to become caked, and in shaking up the leaf it will produce a large quantity of scraps. Our way of preparing and barreling the tobacco overcomes this difficulty, and we can safely say that our tobacco are ready to work. They shake out easily from the barrel and make but a minimum amount of scraps, hardly worth mentioning.

The illustrations shown give some idea of the commodious arrangements which we have in our packing and stripping plant in Cataño, Porto Rico; our place is commodious. We do not crowd our packing or stripping rooms. Everything is kept in the most sanitary condition, and we have in addition large floors devoted to the curing of the leaf. In making our purchases early in the season, supplying ourselves for the yearly want, we are enabled to strip up an equal proportion of the holdings of our tobaccos, thus securing for the consumer a uniformity in the stripped article throughout the entire year. All the work of stripping is done in our own buildings, receiving the careful supervision of our resident partner, Mr. Fernando Alvarez, and his able assistants. Nothing is allowed to go into the barrels except tobacco that has been thoroughly selected and examined as to correct stripping and proper quality.

Our business has grown from year to year and our customers have grown with us. Everyone of them today is using ever-increasing quantities of our leaf, which shows that everything we claim for our goods is found to be correct.

The barrels containing our stripped and booked tobacco carry our trade mark as a guarantee of the purity and uniformity of our goods.

## PACIFIC COAST ORGANIZATION

(*Continued from page* 14.)

of Retail Cigar Dealers, during almost four years of existence has proved its worth not only to its members, but to the trade at large on the Pacific coast.

It has always been in the advance guard in those things conducive to good business and so it will continue to be while its members allow themselves to be governed by the same unselfish motives and sound principles of business which have directed its progress in the past.

## ODD SIDE LINE FOR CIGAR STORE

**Retail Establishment in Missouri Finds a Circulating Library a Money Maker.**

THE cigar store of Luther McGehee, at 118 West 4th street, Joplin, Mo., believes in sidelines. In addition to a large stock of cigars, cigarettes, smoking tobacco and pipes, this store maintains one of the finest soda fountains in Joplin, in connection with which it features light lunches, hot bouillon, sandwiches and hot coffee and chocolate.

An assortment of fine candies are also featured, but the most unusual side-line is a well-stocked circulating library from which patrons can borrow, at a moderate charge, all of the newest popular books as well as the works of the leading standard authors.

The library contains one of the best collections of books in that section, and is reported to be liberally patronized. The library pays in more ways than one, as it is the means of bringing many people to the store regularly every week, and their presence with frequency helps out the business in the other departments.

There are probably other cigar dealers located in sections where library facilities are insufficient that might incorporate such a feature with considerable profit to their business.

### HAVANA CIGARS IN STACKS.

Anthony Trollope, the famous English author, had one wall of his study pigeonholed with little cupboards, each of which he filled with cigars, stacked across and across like lumber. A pointed stud in the wood above the door indicated the bin in use. The cigars were ordered by the chestful directly from Havana.

# Bennett, Sloan & Co.




A Success for 28 Years and Still Growing in Popularity

Also Distributors for

GUEDALIA & CO.'S

## EL SALERO

HAVANA CIGARS MADE IN BOND

OFFICE AND SALESROOMS 482 BROOME ST., NEW YORK

# AN ELOQUENT DEFENSE OF THE CIGARETTE

## By BASIL A. CONDAX

[The following address was delivered by Basil A. Condax, of the cigarette manufacturing firm of E. A. Condax & Co., at a hearing before the Chicago City Council, in June, 1914, on a petition of Lucy Page Gaston and the Anti-Cigarette League, for the passage of an ordinance to prohibit the sale of cigarettes in Chicago. Largely because of this address, the petition was dismissed. It is doubtful if an abler or more interesting defense of the cigarette has ever been presented.—C. FRED: CROSBY.]

"NO manufacturer of cigarettes approves the sale of cigarettes to boys, nor objects to reasonable legislation forbidding the sale of tobacco in any form to minors," said Mr. Condax, "but we cannot see why the anti-cigarette league is justified in picking out the cigarette as the form of tobacco to be abolished by legislation. Let us look calmly at this anti-cigarette question, laying aside all prejudice, which is really the foundation of most of the agitation against the cigarette.

"Recent and conclusive investigation by medical societies shows that the cigarette is the least injurious form in which tobacco is used. The statement of Mr. Edison in regard to cigarettes brought forth the immediate refutation of the charges made against the paper-covered smoke by a man who is surely in a position to know whether or not there is anything injurious in cigarettes. This man is willing and eager to bring the matter to a court of law to prove the cigarette 'not guilty' on all charges preferred against it.

"As nations advance along the lines of civilization, they become more and more cigarette smoking peoples. In all lines of endeavor, among scientists, among physicians, among the clergy, among the business men in the thick of the competitive struggle, among the writers and the artists, you will find at the top of the list the cigarette smoker. If I cared to mention names, I could prove beyond the question of a doubt that this is true.

"The accomplishments of this country in the fields of science and of invention and of worthwhile achievements are increasing as the United States is becoming a cigarette-using nation. The people of the German empire last year consumed thirteen billion cigarettes. Has any nation done more for the advance of civilization along inventive and scientific lines and in medical research than Germany? Ask any business man of this country about German commerce.

"In the recent fighting in the Balkans, the Greeks showed physical endurance and iron determination as a cigarette-smoking nation which astonished the world. To win 30 battles in 30 consecutive days, averaging 20 miles daily in forced marches, certainly shows a clean bill of physical fitness.

"So much for the cigarette-smoking nations! Now something about cigarette-smoking individuals. I am going to make this very personal, if you will permit me. I am the youngest of a family of seven brothers, all cigarette users.

"My eldest brother, who is 50 years old, is a model of physical and mental health, and has been a cigarette smoker since early manhood. All the rest of my brothers smoke cigarettes, and so far as the insurance companies' physicians are able to determine, they are all sound of heart and lung and first-class risks. I hope that my own personal appearance does not suggest the physical ravages supposed to be produced by the use of cigarettes. I have been smoking them for 15 years, since I was 20 years old. My mother and father did not permit me to smoke cigarettes until I was 20.

"Apart from this, the bill which is suggested to the city of Chicago for passage claims that tobacco in any form is injurious to the human body. In this case, how can you, legally, prohibit the sale of tobacco in one form and permit its sale in other forms? To prohibit the sale of tobacco in the form of cigarettes, as the anti-cigarette league wishes to do, is a tyrannical act, not to be tolerated by the free people of Chicago. Life, liberty and the pursuit of happiness are our rights under the Declaration of Independence. These rights, these Jeffersonian ideals of personal liberty, you gentlemen of the committee are surely in favor of upholding as long as the republic shall last."

## AN OLD SLANDER ON TOBACCO

**It Is Being Revived by Followers of Dr. Peas, but Has Been Refuted by Scientific Authority.**

BY KARL FREDERICK.

SOME of the few followers of Charles Gaston Peas, the anti-tobacco agitator, have recently been reviving the old slander against tobacco, to the effect that a drop of nicotine on a dog's tongue would kill the animal instantly and that a single cigar contains enough nicotine to kill two men.

The important things about these statements is that they are absolutely untrue.

Dr. Leonard K. Hirshburg, of the Johns Hopkins University, a man who, by the way, is not himself a user of tobacco in any form, came out a few years ago with an article in the *Maryland Medical Journal* in refutation of the above slander, which had even found its way into text books used in some of the public schools.

Dr. Hirshburg quoted the following statements from a text book actually used in the grammar schools of Baltimore: "Tobacco, a powerful narcotic, contains a substance called nicotine. A single drop if put on the tongue of a dog will kill the animal. An ordinary cigar contains nicotine enough to kill two men if taken pure."

Dr. Hirshburg then went on to say: "Here are three little sentences containing four big lies. Tobacco is not a narcotic, a single drop of nicotine will not kill a dog in the manner described, and an ordinary cigar used in the ordinary way, containing its usual amount of pure nicotine, will not kill two flies."

Dr. Hirshburg further stated that he also found similar exaggeration in the text books on the subject of cigarettes. He affirms that the smoke of the paper wrapping of cigarettes has never been proved irritating to the lung cells, that analyses of the paper wrapper made in London, Boston, Washington and New York "show the absence of any trace of poison of any kind," and that instead of being more injurious than a cigar a cigarette is only one-fifth as strong as a pipe and one-tenth as strong as the average cigar.

Dr. Hirshburg contradicted the assertion that cigarette smoking is productive of insanity. In support of this he quoted Professor Cushing of Oxford, Smiedeberg of Strasburg, Meyer of Vienna, Soliman of the University of Michigan, and Abel of Johns Hopkins, all eminent pharmacologists, to the effect that "the nicotine absorbed probably has no action whatever upon those addicted to smoking."

The statements of Dr. Hirshburg are far more worthy of credence than those of Charles Gaston Peas and his followers, for the reason that the former is a medical man who has studied the subject from the standpoint of the scientist, while Peas is a dentist, who seems to have sought merely to square his statements about tobacco with his own prejudices.

## GOLD MEDAL TO PARTAGAS

**Robert E. Lane's Improvised Exhibit a Prize Winner at the Panama Exposition.**

THE famous Partagas brand of cigars of Cifuentes, Fernandez & Co., for which Robert E. Lane is the general representative for the United States and Canada, was awarded a gold medal by the board judges at the Panama-Pacific Exposition.

This award was not only an official acknowledgment of the acknowledged high quality of the cigars, but also a tribute to the ability of Robert E. Lane to make good.

The Partagas factory in Havana did not prepare an exhibit for the Exposition in San Francisco, but when Mr. Lane went to the Pacific coast last winter he visited the Exposition. In the cigar displays, he saw an opportunity to have Partagas represented.

He had no time to send to Cuba for special sizes or fancy shapes made for exposition purposes. From regular stock; in fact, chiefly from his sample case, he selected enough cigars to make a small exhibit. What he did was not done with the expectation of winning any prize, but rather to avoid having a cigar display with Partagas entirely omitted.

Modest as the exhibit was, the conspicuous merit of Partagas could not escape recognition. Though the gold medal awarded is but one among many honors accorded to Partagas, there is much reason to appreciate the prize, under the circumstances.

The sales of Partagas cigars in the United States have been of large proportions for a good many years, but whether or not the honors won in San Francisco served to stimulate the demand, or whether the increase is due to other reasons, the sales up to the early part of September this year were considerably larger than the entire year of 1914, and they were by no means small in that year.

# The Biggest Union Cigarette Factory in the World



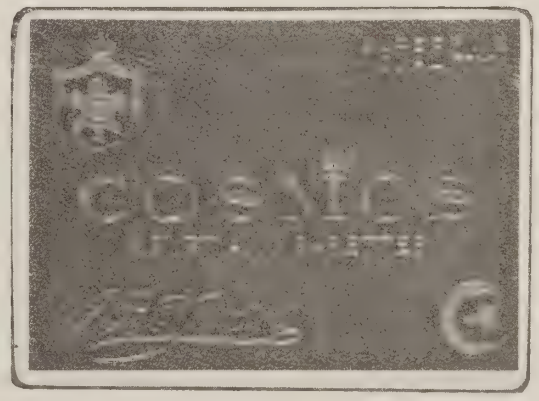
## Making Favorite Brands of Turkish Cigarettes

## FIFTH AVENUES, COSMOS, EGYPTIAN HEROES AND CONCORDS

## Retailing at 5, 10 and 15 Cents




Fifth Avenue Cigarette, 10 for 10 cents.




Cosmos Cigarette, 10 for 15 cents.

**We Maintain Our Own Premium and Coupon Department**

**Our Premiums Offer the Best Value**

*Samples and Prices Mailed Free to Responsible Parties*

# I. B. KRINSKY

## 207 NORTH 4TH STREET BROOKLYN, N. Y.

# THE OLDEST BUSINESS IN THE UNITED STATES

**George W. Helme Co. Traces Its Ancestry Direct to the Old Stone Snuff Mill, Erected by P. & G. Lorillard, on the Bank of the Bronx River, Away Back in 1760.**

The George W. Helme Co. ably upholds a business that has been carried on for 155 years, dating back to the snuff factory established by P. & G. Lorillard in New York in 1760. It is associated with the highest aristocracy of tobacco, not only because of its historical antecedents but also because of success continued uninterruptedly from colonial days. When the founders of the business first began to operate their little mill, snuff taking was the most fashionable of all the uses of tobacco.

The wealth and importance of a person of rank were attested by the magnificence of his snuff box. An invitation to take a pinch of snuff was a courtesy a monarch might offer to an ambassador or a favored courtier. Most of the great men of the time took snuff. Some of them tilitated their nostrils inordinately. In Europe, the snuff box was more than a token of distinction, a bauble to be shown; it was a receptacle constantly resorted to; it was Napoleon's indespensable pocket companion, rendering service in every emergency; when Talleyrand, the astute diplomat, didn't know what else to do, he always produced his snuff box; Samuel Johnson, the lexicographer, at times endured bitter poverty uncomplainingly, but he couldn't bear to be deprived of snuff. When Beau Brummell encountered dire misfortune, the one thing that he would not pawn, was his snuff box.

In America today, many notable collections of snuff boxes are jeweled reminders of the time when taking snuff was the frequent practice of the great. Of Napoleonic relics, probably the thing best known by New Yorkers is the costly snuff box encrusted with gold, jewel studded and initialed N in big diamonds that used to be displayed in the show windows of Mrs. Lynch's jewelry store.

Though of less intrinsic value, the snuff boxes of Washington, Franklin, Adams, Jefferson, Hamilton, Gallatin, Monroe, Jackson, Clay and Webster are made almost priceless by association. A small silver snuff box, used by Lafayette while a prisoner in Olmutz fortress, not worth $1.50 if the value of the metal was the only consideration, was sold recently for more than many men get for a year's labor.

The place of origin of the business now carried on by the George W. Helme Co. is guarded by New York as a spot of historical interest. Erected on land that was then a part of the Lorillard farm, the old snuff mill, shown in the accompanying illustration, now stands in Bronx Park, a monument to the enterprise of colonial days. From the Lorillard mill, built in 1760, to the George W. Helme Co. today, no American industry can show longer continuity.

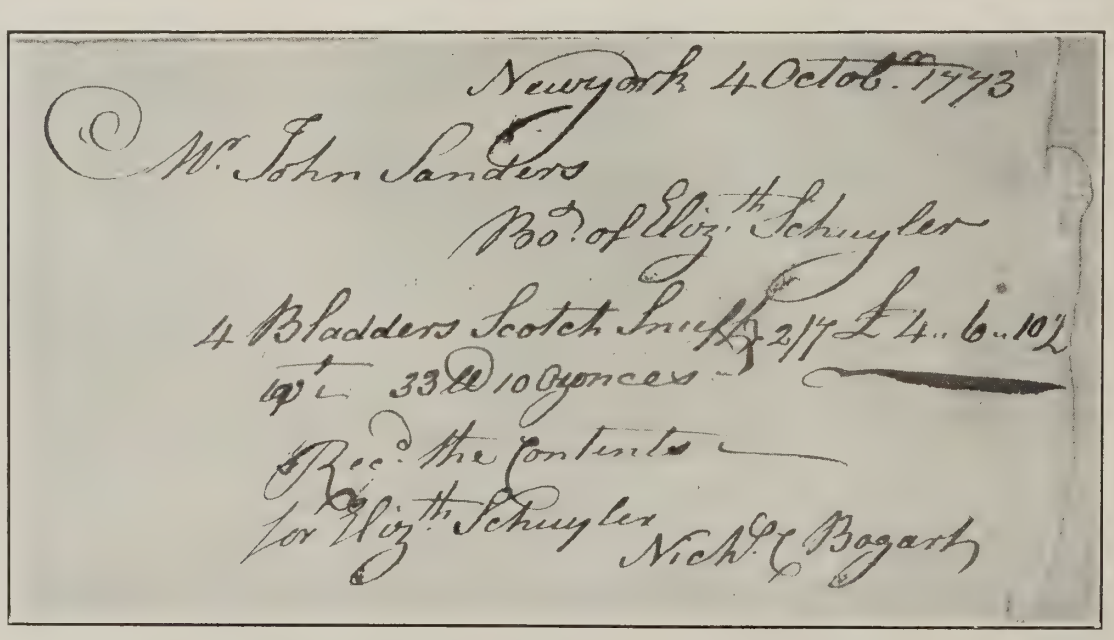


THE ORIGINAL LORILLARD SNUFF MILL, STILL STANDING IN BRONX PARK, NEW YORK.

To the original Lorillard snuff business long since was added the Rail Road Mills snuff, established in 1825, and Gail & Ax's snuff, a creation of 1851; in many other respects the business has changed and grown. Yet the George W. Helme Co. continues to manufacture and distribute all of the old original Maccaboys, Rappees, High Toasts, Strong, Salt, Sweet and Plain Scotches, exactly like the stuff that tickled the noses of so many great men of previous centuries.

Visitors to the World's Fair at Chicago in 1892 who saw among the tobacco exhibits, a jar of Lorillard's snuff more than a hundred years old, thought then, perhaps, that the snuff business belonged to generations gone. Little did they know how the industry would continue and grow. The worst cynic hardly would sniff at the total tonnage of snuff annually manufactured and distributed by the George W. Helme Co. Nor can one say that attempts made to renew the fashions of the first quarter of the 19th century will not make the use of the snuff box more extensive.

TOBACCO is pleased to reproduce in this connection a reproduction of a rare historical document, in the form of a bill sale for snuff manufactured in the original Lorillard mill. This document, suitably framed, has long occupied a place of honor on the wall of the office of Otis Smith, the present chief executive of the George W. Helme Co.




BILL FOR SNUFF SOLD FROM THE LORILLARD MILL IN 1773.

## THE COLONEL AND HIS CIGARETTE

**One of the Greatest Men of Modern Times Is Seldom Without a Paper Rolled Smoke.**

There appears in a recent issue of *Scribner's Magazine* a picture of "The Colonel with the inevitable cigarette and colored glasses, watching the approaching ship." An excellent picture to call to the attention of the next Mid-Western State Legislature that discusses anti-cigarette legislation, or the next corporation that hangs out the sign, "No cigarette smoker need apply." For though there is so much insistence that cigarettes and efficiency are incompatible, the "inevitable cigarette" in this picture is in the mouth of Colonel Goethals, who built the Panama Canal.—*Life.*

# THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—
Strong, Salt, Sweet and Plain Scotchs

*MANUFACTURED BY*

## GEORGE W. HELME COMPANY

111 FIFTH AVENUE, NEW YORK

# "GONE, BUT NOT FORGOTTEN"

## NECROLOGY OF THE TOBACCO TRADE SINCE THE BEGINNING OF THE TWENTIETH CENTURY

Compiled by C. FRED: CROSBY

Editor of Tobacco.

[*The compilation of this roll of the departed members of the trade has been a labor of love, not unmingled with sorrow and sadness. Of the long list of those who have joined the silent majority since the beginning of the twentieth century, practically all of them were known to me personally, most of them were my personal friends, and with scores of them I had been upon terms of far more than ordinary intimacy. Many of them ranked among Nature's noblemen while they lived, and left a precious memory as a heritage when they departed. All in all, it is a roll in which any industry might take a just and becoming pride.*—C. Fred: Crosby.]

1900.

Charles G. Stachelberg, New York, clear Havana manufacturer.

Meir Bendheim, New York, one of the founders of the Metropolitan Tobacco Co.

Alexander Ralph, Philadelphia, snuff manufacturer.

Pincus Pohalski, Key West cigar manufacturer, and founder of the firm of P. Pohalski & Co.

Blas, Trujillo, Key West, cigar manufacturer.

Patrick Sexton, Minneapolis, cigar jobber.

Auguste Coolot, San Francisco, pioneer Pacific coast jobber.

Benjamin A. Van Schaik, Philadelphia, tobacco jobber.

Sol Rinaldo, San Francisco, jobber and one of the founders of the firm of Rinaldo Bros.

P. L. Garrity, Chicago, wholesale cigar buyer and broker.

Siegmund Levyn, Buffalo, prominent retail cigar dealer, and founder of the business now conducted under the firm name of Noah, Foster & Co.

1901.

Ferdinand Hirsch, New York, cigar importer and manufacturer, for many years United States representative of Henry Clay & Bock & Co.

Pierre Lorillard, New York, for many years head of the great Lorillard tobacco works in Jersey City.

Jose A. Vega, New York, one of the first men that ever engaged in the manufacture of clear Havana cigars in the United States.

David Hirsch, pioneer cigar manufacturer, and the man who introduced the mold work system of making cigars in the United States.

Edwin M. Schwarz, cigar manufacturer and the man from whom the firm of E. M. Schwarz & Co. derived its name.

William Glaccum, New York, cigar manufacturer and founder of the firm of William Glaccum & Sons.

Henry Winecke, Minneapolis, cigar jobber, and one of the founders of the firm of Winecke & Doerr.

Charles Butler, Binghamton, cigar manufacturer, and Nestor of the industry in Binghamton.

1902.

Ysidro Pendas, New York, pioneer clear Havana manufacturer in the United States, and founder of the firm of Y. Pendas & Alvarez.

Charles B. Perkins, Boston, prominent cigar merchant and importer, and founder of the firm of Charles B. Perkins & Co.

Henry Heymann, Philadelphia, cigar manufacturer, and for many years head of the firm of T. J. Dunn & Co.

William E. Chandlee, Washington, D. C., prominent cigar merchant, and personal friend of famous statesmen and soldiers.

Charles J. Donovan, Buffalo, cigar and tobacco jobber.

David Dunlop, Richmond, Va., tobacco manufacturer for the export trade.

William Cameron, Richmond, Va., tobacco manufacturer and founder of the house of Cameron & Cameron, the immediate predecessor of the present Falk Tobacco Co.

Julius Ellinger, New York, clear Havana cigar manufacturer.

Sigmund Jacoby, New York, cigar manufacturer.

Michael Kelly, New York, veteran cigar dealer of Park Row.

John J. McGarry, president of the Cuban-American Mfg. Co.

Joaquin Cosio, Key West, clear Havana cigar manufacturer.

Peter Doerhofer, Louisville, tobacco manufacturer.

George Hull, Binghamton, cigar manufacturer, and at one time famous as the originator of the Cardiff giant hoax.

1903.

Joseph Park, New York, founder of the great cigar importing house of Park & Tilford.

E. B. Gaddis, Newark, N. J., head of the cigar distributing house of the Wilkinson-Gaddis Co.

Philo S. Bennett, New York, head of the cigar distributing house of Bennett, Sloan & Co., who was killed by the overturning of a stage coach, while traveling in the Thunder Mountain district in Idaho.

Richard M. Hutchings, New York, tobacco manufacturer, and for a number of years prominent in the councils of the American Tobacco Co.

Fred E. Parsons, Toledo, cigar jobber for many years at the head of the cigar department of the great distributing house of Berdan & Co.

William J. Banghart, Chicago, tobacco and cigar jobber.

George A. Hellowell, Youngstown, O., a prominent and successful jobber.

Adolphe Morell, Washington, D. C., cigar jobber.

Thomas H. Martin, Louisville, tobacco manufacturer and member of the firm of N. H. Martin & Co.

Edward P. Gresh, Norristown, Pa., cigar manufacturer and member of the firm of W. K. Gresh & Sons.

Paul Calvi, New York, tobacco manufacturer and exporter, and member of the firm of Moore & Calvi.

W. H. Moorehouse, Chicago, tobacco manufacturer, for many years prominently connected with the Spaulding & Merrick Co., originators of the Velvet brand of tobacco.

Julius H. Jacobs, Syracuse, N. Y., cigar manufacturer.

Peter D. Pinke, New York, veteran cigar dealer.

Henry A. Richey, New York, cigar broker and manufacturers' agent.

Edward L. Hyman, New York, at one time engaged in the manufacture of cigars in Montreal, and later a retailer in New York.

Paul Frankel, New York, prominent retail cigar dealer.

1904.

Thomas H. Delano, Greenwich, Conn., founder and for many years editor of Tobacco.

Charles Baker, New York, cigar salesman, famous throughout the United States as "Baron" Baker.

Robert S. Bosher, Richmond, Va., millionaire tobacco manufacturer, and member of the firm of Butler & Bosher.

Abraham Silverthau, New York, cigar manufacturer and head of the firm of A. Silverthau & Co.

Charles Bondy, New York, cigar manufacturer and founder of the firm of Bondy & Lederer.

Warner H. Ellis, Detroit, veteran cigar jobber.

George F. Kuhles, St. Paul, cigar manufacturer and head of the firm of Kuhles & Stock.

Mihran Ateshian, Boston, cigarette manufacturer.

Richard T. Gumpert, Philadelphia, cigar manufacturer, died in Germany, while on a visit to the Fatherland.

Anthony Schulte, New York, practical all around cigar man and founder of the Schulte chain of stores.

William K. Gresh, Norristown, Pa., cigar manufacturer and head of the firm of W. K.

(*Continued on page* 30.)






# YOU NEED This COUPON In Your Business!

NATIONAL SERVICE

YOU know the history of coupons in the tobacco business. They have thoroughly proved that you can come pretty near measuring your profits, Mr. Dealer, by the popularity and value of the coupon you give over your counter.

**Hamilton** Coupons have a "double value". Wise smokers know their worth and their families know these coupons can be exchanged for and redeemed with the nationally popular "S. H." Green Stamps.

Millions of everyday buyers are now collecting **Hamilton** Coupons and "S. H." stamps. You can easily take your share of that trade.

Here is what Mr. Nicholas Ehrlich, chairman of the Tobacco Purchasing Association, has to say on the subject:

> ***"There is only one Company which I know that will not interfere with our business and give us a good coupon, equivalent to the chain store coupon; that is The Hamilton Coupon Company. This Company is old, conservative, resourceful, solid and reliable. It will never compete with our tobacco business and it will not object to our progress and expansion."***

He is right—**Hamilton** Coupons meet chain store competition most effectively, and will tie regular buyers closer to you than any other method of advertising in existence. As an international endorsement, The Hamilton Corporation and The Sperry & Hutchinson Company received the highest award at the Panama-Pacific International Exposition for "Means and Methods of Advertising".

Drop us a card today and we will send you full information on "The System that Sells Your Goods"—the most effective service ever offered.

## THE HAMILTON CORPORATION

*Geo. B. Caldwell, President*

**2 West 45th Street** **New York City**

# NECROLOGY OF THE TRADE

(*Continued from page* 28.)

Gresh & Sons, struck by a team and fatally injured.

Jacob L. Strelitsky, New York, cigar salesman, killed in a railway wreck in Michigan.

Adam H. Theobald, Philadelphia, cigar manufacturer and founder of the Theobald & Oppenheimer Co.

E. G. Steane, Philadelphia, cigar jobber.

Samuel Friedberger, New York, successful retail cigar dealer.

Peter Hauptman, St. Louis, prominent jobber and founder of the Peter Hauptman Cigar Co., known to thousands as "Uncle Peter."

1905.

Jacob M. Duncan, Philadelphia, cigar jobber and importer, and head of the firm of Duncan & Moorhead.

Louis F. Fromer, New York, cigar manufacturer and salesman.

Moses Freiberg, Cincinnati, cigar manufacturer and member of the firm of J. H. Lucke & Co.

Morris S. Wise, New York, trade-mark lawyer, and for many years secretary of the National Association of Cigar Manufacturers and counsel for the Havana Cigar Manufacturers Association of the United States.

Edward J. Parks, New York, retailer and cigar department manager.

Frank Norton, Boston, cigar manufacturer.

Daniel Lyons, Richmond, Va., tobacco manufacturer.

John Auer, Middletown, O., tobacco manufacturer, and partner in the Paul J. Sorg Co.

J. Edward Cowles, New York, one of the best known cigar men in the United States, for many years manager of the cigar department of Austin, Nichols & Co., killed in a railway accident at New Rochelle.

Gustave Fuchs, Chicago, cigar manufacturer and salesman, one of the most picturesque figures in the trade, killed by his own hand.

Fred F. Fowler, Chicago, prominent cigar salesman.

1906.

Ignacio Haya, Tampa, pioneer clear Havana manufacturer in the United States, one of the founders of the firm of Sanchez & Haya, and a leader in the establishment of the cigar industry in Tampa.

Sol Hamburger, Chicago, one of the most successful cigar men in the United States, member of the firm of A. Santaella & Co, which, through his energy and ability, became and continued for several years the largest clear Havana manufacturing concern in Tampa.

A. S. Sulzberger, Chicago, cigarette and cigar manufacturer and salesman.

Charles B. Hull, New York, vice-president of the American Tobacco Co.

Stanley Wollman, New York, one of the best known cigar salesmen in the United States, died in Minneapolis.

Myer Foster, New York, cigar manufacturer, for many years at the head of Foster, Hilson & Co., originators of the once famous Hoffman House cigar.

David T. Whitbeck, New York, pioneer clear Havana salesman, and partner in various successful cigar manufacturing firms, including Perez, Rodriguez & Co., and V. Mancebo, Muina & Co.

William Graf, Milwaukee, veteran cigar manufacturer.

Dr. W. E. S. Fales, traveler and author, and for many years member of the editorial staff of the *Tobacco Leaf*.

Henry C. Demuth, Lancaster, Pa., retail cigar dealer and proprietor of a cigar store which had been established by his grandfather and retained in the family for more than a century.

Dan H. Priest, San Francisco, prominent cigar salesman on the Pacific coast.

Gervais Diaz, Tampa, cigar manufacturer, and brother of Jose M. Diaz, of Bustillo Bros. & Diaz.

S. Rothschild, for many years head of the Waldorf-Astoria Segar Co., died suddenly while on a visit to New York.

Walter A. Schiffer, New York, cigar manufacturer, and for many years active in the affairs of Kerbs, Wertheim & Schiffer, and its successor, the United Cigar Manufacturers, burned to death in a fire in his Summer home at Long Branch.

Charles L. Marburg, Baltimore, retired tobacco manufacturer.

Simon Ottenburg, New York, cigar manufacturer, and head of the firm of S. Ottenburg & Bro., for many years one of the most prominent cigar manufacturing concerns in the United States.

Charles C. Vogt, Louisville, cigar manufac-



TOBACCO STRIPPING FACTORY OF JULIUS KLORFEIN, IN CUBA.

Jacob Levi, vice-president of the American West Indies Trading Co., and father of Morris J. Levi, one of the founders of that company, died in Hamburg, Germany, while on a visit to the Fatherland.

Pantaleon F. Carcaba, St. Augustine, Fla., clear Havana cigar manufacturer, and leaf tobacco expert, member of firm of Garcia, Vega & Carcaba.

Jose M. Amo, New York, clear Havana manufacturer, and senior member of the Tampa firm of Amo, Ortiz & Co.

Faustino Lozano, New York, pioneer clear Havana manufacturer, for many years senior member of the firm of Lozano, Pendas & Co., and later founder of the Tampa firm of F. Lozano, Sons & Co.

John W. Love, New York, millionaire retired cigar manufacturer, died from injuries resulting from being struck by a street car.

1907.

Sigmund Rothschild, Detroit, leaf tobacco dealer and cigar manufacturer, father of Harry

turer, and at the time of his death a manager for the American Cigar Co.

Tom A. Ewers, New York, popular cigar salesman.

Henry Bakrow, Louisville, prominent cigar merchant.

Frank B. Williams, Tampa, for a number of years Tampa representative of Tobacco.

Aurelio Fonseca, New York, veteran cigar manufacturer.

Frank H. Berning, Cincinnati, for many years an active cigar jobber.

John A. Tolman, Chicago, a prominent cigar and tobacco jobber.

E. M. Estabrook, Bangor, Me., member of the old established cigar jobbing and retailing firm of G. G. Estabrook & Sons.

Nicholas Gonzalez, Tampa, clear Havana manufacturer and founder of the firm of Gonzalez, Mora & Co., afterwards known as Gonzalez, Fisher & Co., died at Liberty, N. Y.

William J. Merrall, New York, one of the

(*Continued on page* 32.)

# Gold Medal

*at the*

Panama Pacific
International Exposition

*was awarded to*

Herbert

# Tareyton

**London**
**Smoking Mixture**



The Superior Jury Agreed~

*"There's something about it youll like"*

# NECROLOGY OF THE TRADE

(*Continued from page* 30.)

founders of the wholesale grocery and cigar distributing house of Acker, Merrall & Condit.

George C. Lyon, Providence, R. I., member of the chain store drug and cigar selling firm known as the Hall & Lyon Co.

1908.

Antonio Gonzalez, New York, known as the father of the Spanish colony in New York, for many years a leaf tobacco dealer, but later engaged in banking.

Philip Fitzpatrick, Troy, N. Y., one of the founders of the successful cigar jobbing house of Fitzpatrick & Draper.

Leopold Newburger, Cincinnati, veteran cigar manufacturer, actively engaged in business for 44 years.

Henry Fisher, Louisville, president of the Tobacco Workers International Union.

Capt. Michael E. Flaherty, New York, leaf tobacco expert, leaf tobacco broker, and cigar manufacturers' representative, one of the best known men in the trade throughout the United States and in Cuba.

Charles D. Larus, Richmond, Va., tobacco manufacturer and head of the firm of Larus Bro. & Co.

Francis S. Kinney, New York, pioneer cigarette manufacturer and head of the Kinney Bros. Tobacco Co., which was one of the original elements in the organization of the American Tobacco Co.

Louis Elias, Charleston, S. C., a prominent retail cigar man, long actively identified with the Pinkussohn Cigar Co.

Harry H. Moore, Lockport, N. Y., for 42 years proprietor of the leading cigar store in that city.

Harry S. Gill, New York, for many years a popular cigar salesman.

John McLean, Detroit, veteran cigar manufacturer.

Charles Bond, Boston, millionaire cigar manufacturer, found dead in a bath tub, at his Summer home in Swampscott.

Walter E. Craig, New York, prominent and successful cigar salesman.

William A. Henderson, Washington, D. C., prominent cigar dealer.

Col. A. H. Leftwich, Baltimore, for many years a prominent tobacco man.

Wolf Falke, St. Louis, popular and successful cigar salesman.

David B. Klein, Cleveland, secretary of the Louis Klein Cigar Co.

Jules Meyer, Detroit, salesman and cigar store manager.

Henry L. Van Ness, New York, veteran cigar jobber.

Antonio Garcia, New York, brother of Francisco Garcia, of F. Garcia & Bro., by which firm he had been employed for many years, died in Paris.

Edward S. Sutro, New York, at one time a partner in the firm of B. Newmark & Sutro.

John M. Lane, San Francisco, member of the well known cigar firm of Lane & Connolly.

Louis Bergtold, Buffalo, wealthy real estate operator, who laid the foundation for his great fortune in a retail cigar store which he conducted for many years.

William McEwan, Albany, N. Y., for some years actively identified with the B. Payn Sons Tobacco Co.

1909.

Vicente Guerra, Tampa, clear Havana manufacturer, and senior member of the firm of V. Guerra, Diaz & Co., died in a hospital in St. Louis, following a surgical operation.

James F. Grace, Troy, N. Y., member of cigar jobbing firm of Fitzpatrick & Draper, died suddenly while on a trip to Syracuse.

Thomas G. K. Knox, New York, editor of a tobacco trade publication.

Otto A. Sprague, Chicago, one of the founders of the cigar distributing house of Sprague, Warner & Co., died in Pasadena, Cal.

John Ebling, McGregor, Ia., pioneer cigar manufacturer, who established one of the first cigar factories ever opened west of the Mississippi river, in 1859.

Samuel Rice, Philadelphia, for many years a partner in the cigar manufacturing firm of P. C. Fulweiler & Bro.

Leroy Barrett, New York, prominent cigar salesman.

Henry Harms, St. Louis, president of the Peter Hauptmann Tobacco Co.

Francis H. Leggett, New York, head of the wholesale grocery and cigar jobbing house of F. H. Leggett & Co., died in a New Jersey hospital, where he had been taken after being seized with a sudden illness on board a railway train.

William F. List, Syracuse, cigar manufacturer.

Gus C. Redick, Chicago, cigar department manager and prominent figure in the trade for many years.

Adolph Kerbs, formerly of New York, where he was prominently identified with the cigar industry, died at Frankfort-on-the-Main, where he had made his home for some years.

J. H. Schwartzenberg, Memphis, veteran retailer, died in a New York hospital following an operation.

Frank J. Ludington, Waterbury, Con., prominent inventor, who had done more than any one else to develop cigarette making machinery, and founder of the Ludington Cigarette Machine Co.

Henry B. Steele, Chicago, head of the wholesale grocery and cigar distributing house of the Steele-Wedeles Co.

1910.

Don Gustavo Bock, Havana, commanding figure in the Cuban cigar industry and founder of Henry Clay & Bock & Co.

Richard Rodriguez, New York, many years prominent in the retail cigar trade, and a member of the leaf tobacco house of Bruno Diaz & Co.

Edward Regensburg, New York, clear Havana manufacturer and head of the great house of E. Regensburg & Sons.

F. J. Warner, Chicago, one of the founders of the Chicago jobbing house of Sprague, Warner & Co.

William M. Hatfield, Newark, N. J., veteran retail cigar dealer.

Jacob Mayer, Philadelphia, prominent cigar salesman.

Lee Bamberger, Cincinnati, cigar jobber.

Seymour Levy, Houston, Tex., successful cigar salesman.

Peter Oussanni, New York, cigarette manufacturer, found dead on the railway track near Briarcliff Manor.

Harry C. Hayward, New York, famous pipe expert.

Max Steppacher, Boyertown, Pa., cigar manufacturer, dropped dead in St. Peter's cathedral, Rome, while on a trip to Europe.

Arthur Boucher, New York, inventor of cigarette machinery and manufacturer of cigarettes.

Albert Rosendahl, New York, clear Havana manufacturer and founder of the house of A. Rodena & Co.

George A. Schutte, New York, for many years editor of a trade paper, died in St. Louis.

(*Continued on page* 34.)




WINDOW DISPLAY OF OLD KING COLE TOBACCO AND CIGARS.

# The Largest Manufacturer of Cork Tips and Bobbins for Cigarettes in the United States

CORK TIPS

CORK BOBBINS

**Cigarette manufacturers can always be supplied immediately, no waiting. Also manufactures GOLD TIPS and GOLD BOBBINS.**

## BOUCHER CORK & MACHINE CO., INC.

**212-222 West 18th Street, New York**

# NECROLOGY OF THE TRADE

(*Continued from page 32.*)

Patrick T. Walsh, Detroit, successful cigar jobber.

Henry Thorwart, Chicago, cigar jobber, senior member of the firm of Thorwart & Roehling.

J. T. Nightengale, New York, cigar salesman and jobber.

1911.

Leo M. Harburger, New York, cigar manufacturer and salesman, one of the founders of Harburger, Homan & Co., originators of the George W. Childs cigar, in its day the largest selling brand in the world.

Simon Batt, New York, veteran clear Havana manufacturer and founder of the firm bearing his name.

William P. Lilienfeld, Chicago, cigar jobber and one of the founders of the firm of Lilienfeld Bros. & Co.

Henry Lehman, New York, vice-president of the Metropolitan Tobacco Co., and for many years manager of its Harlem branch.

James Dearstyne, Albany, N. Y., founder of the Dearstyne Tobacco Co.

Sir William Henry Wills, Lord Winterstoke, Bristol, Eng., member of the Wills family engaged in the manufacture of tobacco in Bristol for more than a century, and at the time of his death executive head of the Imperial Tobacco Co., of Great Britain.

Arthur Staiger, Kansas City, successful cigar dealer.

Joseph M. Ford, Baltimore, veteran retail cigar dealer.

Ed. Youngheart, Montreal, prominent Canadian cigar manufacturer, and founder of the firm of Ed. Youngheart & Bro.

Luther S. Hugentugler, Columbus, O., prominent cigar salesman, and partner in the successful retail and jobbing firm of E. M. Schoenborn & Co.

Alexander L. Kaufman, New York, cigar manufacturer, for many years senior member of the firm of A. L. & A. G. Kaufman.

Adolph Hoffman, Chicago, cigar dealer and art collector, died by his own hand.

Herman Hoehn, Chicago, cigar dealer, took his own life.

Theodore Sterne, New York, cigar jobber, and for 40 years head of the cigar department of the wholesale grocery house of E. C. Hazard & Co.

William Demuth, New York, founder of the pipe importing and manufacturing house of William Demuth & Co., died at his Summer home at Lake George.

Louis Demuth, New York, son of William Demuth and identified with the firm of William Demuth Co.

Henry O. Wills, Bristol, Eng., brother of Sir William Henry Wills, and like him an officer of the Imperial Tobacco Co.

John Jacobs, Syracuse, prominent cigar salesman for a quarter of a century, took his own life, in Detroit.

John H. Wright, St. Louis, president of the T. Wright & Co. Cigar Co., died while on a vacation trip to Canada.

Bernando Fernandez, Milwaukee, cigar manufacturer.

Timothy J. Donahue, New York, for many years special inspector in the cigar department at the Custom House, who had done much to break up the wholesale smuggling of cigars.

Louis Schlessinger, New York, cigar jobber and for many years an executive in the firm of George L. Storm & Co.

Antonio Lopez, Havana, cigar manufacturer and head of the famous Belinda factory, died in New York.

Calixto Lopez, Havana, cigar manufacturer, and for a third of a century head of the famous Eden factory, died in New York.

William B. Turk, New York, exploiter and advertiser of tobacco products, known as the "King of window dressers," and president of the Tobacco Trades Exposition Co. in 1906 and 1907.

I. B. Krinsky, New York, pioneer manufacturer of Turkish cigarettes in the United States, and founder of the house which bears his name.

William Buchanan, New York, multimillionaire retired tobacco manufacturer, for many years senior member of the firm of Buchanan & Lyall, died at his Winter home in Bermuda.

1912.

Solomon Monday, New York, cigar manufacturer and jobber, founder of the house of S. Monday & Sons.

Richard Whalen, Rochester, N. Y., tobacco manufacturer, founder of the house of R. Whalen & Sons.

Gustave W. Rokohl, New York, wealthy retired cigar manufacturer.

Marcus Wageman, Pittsburgh, head of the Keystone Cigar Co.

Manuel Menendez, Tampa, clear Havana manufacturer, for many years connected with the Charles the Great factory, and afterwards head of the firm of Menendez Bros. & Verplanck, died in Morton, Pa.

Thomas Atkinson, Denver, prominent cigar jobber, died following a surgical operation.

Fritz Jacoby, New York, wealthy retired leaf tobacco man, prominent for many years in philanthropic work.

Marcus Schwarz, New York, cigar manufacturer and founder of the house of E. M. Schwarz & Co.

Frank J. Kaldenberg, New York, famous meerschaum carver, and pioneer in the meerschaum pipe industry in the United States, winner of the grand prize in Paris in 1867, died in Tarrytown, N. Y.

John A. Schmidt & Co., New York, of the lithographic house of Schmidt & Co., long prominently known in the cigar trade.

Henry Strater, Louisville, tobacco manufacturer, and for many years president of the Strater Bros. Tobacco Co.

David H. Hall, San Francisco, pioneer cigar manufacturer on the Pacific coast, whose firm made the first cigars ever manufactured in California, died in Reno, Nev., at the advanced age of 90 years.

Abraham Rosenheim, New York, retired cigar manufacturer.

Thomas J. Donigan, New York, prominent retailer and jobber, widely known throughout the United States.

Gustav Jacoby, New York, cigar manufacturer, died under the knife while undergoing a surgical operation.

Arnold Tietig, Cincinnati, veteran cigar manufacturer.

Bernard Liederdorf, Milwaukee, retired millionaire tobacco manufacturer.

William C. Schutz, cigar manufacturer and jobber, for years vice-president and manager of the F. R. Rice Mercantile Cigar Co.

Leonard H. Neudecker, Baltimore, veteran tobacco manufacturer, and founder of the firm of L. H. Neudecker & Co.

William King, New York, for a number of years treasurer of Philip Morris & Co., Ltd.

Emile Wasserman, New York, youngest son of Benoit Wasserman and identified with the cigar importing and jobbing house of B. Wasserman & Co.

Simon Bachman, San Francisco, cigar jobber and founder of the great distributing house of S. Bachman & Co.

Robert H. Cox, Minneapolis, cigar retailer and jobber, for 23 years' senior member of the firm of Cox & Harris.

William Wicke, New York, for many years head of the largest cigar box manufacturing concern in the world, and later engaged in the manufacture of cigar ribbons, founder of the William Wicke Co., died in Lawrence, Long Island.

Charles P. Sichel, San Francisco, well known Pacific coast cigar salesman.

Charles Frankenthal, New York, prominent pipe expert, died in Munich, Germany.

1913.

William A. Stickney, St. Louis, cigar jobber and founder of the William Stickney Cigar Co., one of the biggest cigar distributing houses in America, with branches in Kansas City, Denver and Salt Lake City.

Louis Ash, New York, veteran cigar manufacturer and founder of the firm bearing his name.

Ferdinand P. May, New York, cigar manufacturer, for many years active head of the firm of Louis Ash & Co., died by his own hand.

Jacob Stahl, Jr., New York, cigar manufacturer and founder of the house bearing his name, took his own life.

Tom Allen, New York, all around cigar and tobacco man, manufacturer and salesman, promoter of many companies, and creator of several of the most successful brands ever introduced to the trade, died in Newark, N. J.

George M. Conway, Sioux City, Ia., for many years one of the most active and successful cigar jobbers in the Middle West.

John S. Brown, Denver, cigar jobber, head of the J. S. Brown & Bros. Mercantile Co., one of the biggest distributors in the West.

James S. Price, St. Louis, pioneer cigar manufacturer in Missouri.

Col. Charles H. Jones, New York, president of the Tobacco Trade Journal Co., publishers of Tobacco, died in Italy.

Gabriel Balbin, Jr., Tampa, cigar manufacturer, son of one of the partners in the firm of Balbin Bros.

John J. McGreenery, Boston, cigar and tobacco jobber, partner in the great Boston distributing house of McGreenery & Manning.

(*Continued on page 36.*)

# A High Class Cigar For High Class People

## TUVAL



THE GENUINE OLD-FASHIONED CLEAR HAVANA

*Tuvals Are Always Good*

because we use the very finest Vuelta Abajo Havana tobacco obtainable; and only skilled Cuban cigarmakers are employed by us.

*They Are Always Uniform*

because we do not work from crop to crop. We have on hand always a large stock of the best tobacco from each crop which is thoroughly matured.

*And For Your Further Protection, They Are Made in Bond*

This means that the United States Government certifies that all our cigars are made of Imported Cuban Tobacco, Spanish handwork, Long filler without binder.

*Could there be any better recommendation?*

Marcelino Perez & Co.

*Manufacturers of Clear Havana Cigars Exclusively*

**Prado 123, Havana, Cuba. 12 Duane St., Cor. William St., New York, N. Y.**

# NECROLOGY OF THE TRADE

(*Continued from page* 34.)

Sol Coleman, Memphis, one of the best known and most successful cigar jobbers in the South.

Herman F. Fox, Geneva, N. Y., cigar jobber since 1868.

F. W. H. Hahn, Louisville, prominent cigar dealer.

Frank A. Merrall, New York, vice-president of the Acker, Merrall & Condit Co.

Joseph S. Corrigan, New York, retail cigar dealer.

Charles J. Hinman, New York, well known cigar salesman, died in Omaha.

Charles E. Hayden, New York, for 15 years' secretary of the Hilson Co., when it was one of the great houses in the cigar trade, and later engaged in the leaf tobacco business.

Richard F. Whalen, Rochester, N. Y., partner in the tobacco manufacturing firm of R. Whalen & Sons.

John Hart, St. Paul, cigar manufacturer and one of the founders of the firm of Hart & Murphy.

A. S. Goodrich, Milwaukee, cigar jobber and head of the successful distributing house bearing his name, killed in an automobile accident.

A. B. Willingham, Richmond, Va., chief tobacco buyer for the American Tobacco Co., killed in an automobile accident.

Leo W. Mayer, Philadelphia, cigar manufacturer and salesman, long identified with the Hilson Co., and at the time of his death partner in the Neumann & Mayer Co.

John S. Whalen, Rochester, N. Y., partner in the tobacco manufacturing firm of R. Whalen & Son, and at one time Secretary of State of New York.

Henry G. Jackson, Binghamton, pioneer cigar manufacturer.

William A. Crane, Middletown, O., tobacco manufacturer, and for many years local manager of the Middletown factories of the American Tobacco Co.

Harry K. Ramsay, Asbury Park, N. J., for many years New Jersey agent for the American Tobacco Co., and a close personal friend of James B. Duke.

Frederick A. Whelan, New York, youngest of the seven Whelan Bros., of Syracuse, who created and built up the United Cigar Stores, an architect by profession, but a vice-president and director of the United Cigar Stores Co.

John C. Anderson, New Haven, Conn., retired tobacco manufacturer, son of the owner of the cigar store in New York made famous in Edgar Allan Poe's famous story, "The Mystery of Marie Roget."

M. Falk, New York, veteran cigar manufacturer and salesman, and founder of the Falk Tobacco Co.

Samuel A. Hendrickson, Philadelphia, pioneer snuff manufacturer.

Herman Wasserman, New York, veteran tobacco man, at one time president of the International Tobacco Co.

Robert Yahn, Philadelphia, senior member of the successful retail and jobbing firm of Yahn & McDonnell, killed in a train wreck on the New Haven Railroad.

Leonard P. Bissell, Hartford, Conn., largest individual tobacco grower in the Connecticut Valley, died suddenly in Buffalo, while on an automobile trip.

Maurice Schlesinger, Worcester, Mass., successful cigar retailer and jobber.

Charles A. Drucklieb, New York, Turkish tobacco expert, importer of Turkish tobacco and cigarette paper, a man with an international reputation, with business interests in Europe and Asia as well as in the United States, head of the Cado Co., at the time of his death.

A. S. Curlett, New York, for many years' prominent in the jobbing trade in Chicago, as a member of the firm of Ruhstrat & Curlett, and for a number of years' previous to his death, an executive officer in the United Cigar Stores Co.

Jose F. Rocha, New York, once prominent cigar manufacturer and leaf dealer, found dead in his lodgings in Brooklyn.

Joaquin Lopez, Tampa, clear Havana manufacturer, and active member of the firm of Arguelles, Lopez & Bro., died in Havana, following a surgical operation.

Benno Neuberger, New York, head of the great leaf tobacco house of E. Rosenwald & Bro., died while on a visit to Germany.

Charles Marez, Reading, Pa., cigar manufacturer, died in a hospital in Philadelphia.

Felix W. Carlisle, Atlanta, Southern representative for the Liggett & Myers Tobacco Co.



SCENE ON THE GREAT PLANTATION OF THE PORTO RICO AMERICAN TOBACCO CO.

Capt. Thomas Philips, Jackson, Mich., cigar manufacturer.

Isidor Langsdorf, Philadelphia, cigar manufacturer, member of the firm of Antonio Roig & Langsdorf.

Edward A. Kraussman, New York, prominent in the leaf tobacco trade, stricken suddenly while attending a banquet in Willimantic, Conn.

Morris Pach, Red Bank, N. J., cigar manufacturer and jobber for more than a quarter of a century.

Joseph Seidenberg, New York, cigarette manufacturer, at one time head of the firm of E. Seidenberg & Steiffel.

Russell Uhl, Wilkesbarre, Pa., tobacco manufacturer, and head of the Penn Tobacco Co., committed suicide by drowning.

Louis Ed. Valloft, New Orleans, prominent cigar jobber.

Sol Rosenor, New York, one of the best known cigar men in the United States, for many years' prominent in the councils of the Havana American Co., dropped dead in a street car.

Samuel Baker, Baltimore, retired tobacco manufacturer, one of the founders of the Spaulding & Merrick Tobacco Co., Chicago.

Louis Helme, Schenectady, N. Y., cigar manufacturer and dealer.

Charles L. Davis, Austin, Tex., a successful cigar dealer and distributor.

Henry S. Diber, Reading, Pa., cigar manufacturer, died at Lake Hopatcong, N. J.

Louis E. Oppenheim, New York, manager of the Symons-Kraussman Cigar Co.

George Alces, New York, veteran cigar manufacturer.

Martin Kinports, Lancaster, Pa., cigar manufacturer for 31 years', and one of the wealthiest men in his section.

William J. Pleiffer, Milwaukee, veteran cigar manufacturer.

Levi S. Levor, Attica, Ind., successful cigar jobber engaged in business nearly 40 years.

Hugh N. Martin, Louisville, veteran tobacco manufacturer.

George T. Brown, Winston-Salem, N. C., tobacco manufacturer, president of the Brown & Williamson Co.

Capt. Alpheus S. Allen, Paterson, N. J., retired cigar dealer and jobber, at one time head of the Allen & Dunning Tobacco Co.

(*Continued on page* 38.)

# S. S. PIERCE CO.

*Importers of the following*

## Independent Brands of Havana Cigars

| | | | |
|---|---|---|---|
| Romeo y Julieta | Punch | Partagas | Belinda |
| Por Larranaga | Las Perlas | Ramon Allones | H. Upmann |
| Iberia | Rey del Mundo | La Moda | Flor de C. E. Beck |
| Washington | Mi Necha | El Leon del Rey | El Blason |
| Cosmopolitana | Sol | La Devesa | Castaneda |

**S. S. PIERCE CO.,** Importers and Grocers **Boston, Mass., U. S. A.**

*Price List sent on application*




# The Overland Cigar

**One of the most popular brands in New England**

## S. S. PIERCE CO., Boston, Mass., *Distributors*

*Price List sent on application*

# NECROLOGY OF THE TRADE

(*Continued from page 36.*)

JOHN J. KENNEY, Oneida, N. Y., veteran cigar manufacturer.

SAMUEL W. THOMAS, New York, retired cigar importer.

COL. JAMES G. DAVIS, Chicago, cigar department manager and manufacturers' representative, for many years general Western agent for Bondy & Lederer.

1914.

CHARLES JACOBS, New York, cigar manufacturer, importer and jobber, for many years active in the industry in San Francisco, later at the head of Las Palmas factory in New York, and at the time of his death head of Carlos Fernandez & Co.

SIDNEY LESTER, New York, at one time prominent as a cigar broker and jobber.

ABRAHAM SALLER, Baltimore, cigar manufacturer.

MORITZ E. RUTHER, Holyoke, Mass., cigar manufacturer, and for many years' prominent in Massachusetts politics.

DAVID UNGER, New York, retired cigar manufacturer.

ABRAM S. LOKERSON, Long Branch, N. J., for more than half a century engaged in cigar jobbing and manufacturing.

T. E. STEPHENS, Kansas City, veteran cigar salesman, widely known in the Middle West.

E. MATTHEW VAN ALSTYNE, Rochester, N. Y., successful retail cigar dealer.

HARRY P. DAVY, Dayton, O., cigar manufacturer.

OTTO EISENLOHR, Philadelphia, cigar manufacturer, head of the great house of Otto Eisenlohr & Bro., creators of the famous Cinco cigar.

DUTTON OTLEY WRIGHT, New York, one of the best known tobacco men in the United States, actively connected with the American Tobacco Co. from its organization.

RICHARD C. BREWER, Dayton, O., cigar manufacturer.

FRANK R. PENN, Reidsville, N. C., tobacco manufacturer, for many years head of the F. R. Penn Tobacco Co.

RUDOLPH H. THIENS, Brooklyn, cigar manufacturer.

1915.

JOSE ARANGO, Tampa, prominent clear Havana manufacturer, and for several years previous to his death manager of the Tampa factories of the Havana American Co.

MANUEL SANCHEZ, Tampa, manager of the Tampa factory of Berriman Bros, and the originator of the made-in-bond idea as applied to cigar factories.

SAMUEL OPPENHEIMER, Saginaw, Mich., one of the best known cigar men in the Middle West, and owner of a chain of stores, died in Battle Creek.

OSCAR F. RAWSON, Worcester, Mass., veteran cigar manufacturer, jobber and dealer.

MANUEL MUINA, New York, clear Havana manufacturer, and member of the firm of V. Mancebo, Muina & Co.

HOMER MCGRAW, Detroit, president of the Globe Tobacco Co.

JULIUS BLANKENSTEIN, New York, prominent cigar dealer for many years.

FRANCISCO R. GARCIA, Brooklyn, retail cigar dealer.

CHARLES ETTINGER, New York, for many years traveling representative of Pennsylvania cigar manufacturer.

WILLIAM R. HARRIS, Tarrytown, N. Y., for many years vice-president of the American Tobacco Co.

EMIL C. BONDY, New York, cigar manufacturer, and for many years active head of the house of Bondy & Lederer.

ALEXANDER CAMERON, Richmond, Va., retired tobacco manufacturer, and one of the founders of Cameron & Cameron.

BENJAMIN CARTER, Suffield, Conn., veteran cigar man, died at the age of 85 years.

AUGUST F. KLEFFMAN, New York, cigar manufacturer and dealer, died at North Bergen, N. J.

JOHN J. BONNER, Buffalo, cigar and tobacco jobber, successor to the business established by the late Charles J. Donovan.

WILLIAM H. WOOD, Syracuse, veteran cigar dealer.

FRANK X. OBERLE, Boston, cigar manufacturer, died in Baden, Germany.

LITTLE HARRY FISHER, New York, prominent cigar salesman, with a wide acquaintance in the trade.

SAMUEL HEILBRONNER, New York, retired cigar manufacturer, philanthrophist.

HARRY C. WIEHN, Sheboygan, Mich., cigar manufacturer.

DAVID WHITE, Louisville, retired tobacco manufacturer.

C. A. NELSON, New York, former superintendent of the Keyes-Baker Co., of Binghamton, and later with the American Cigar Machine Co.

COL. ENOCH PERKINS, Malden, Mass, cigar salesman and manufacturer, widely known throughout New England.

FRANK E. FRANCISCO, Three Rivers, Mich., for many years' traveling advertising representative for Kerbs, Wertheim & Schiffer, the United Cigar Manufacturers Co., and other firms in the Middle West, died in a hospital in Milwaukee, following a surgical operation.

MARKS STARLIGHT, New York, veteran cigar manufacturer, and one of the founders of the old established firm of Starlight Bros.

CLARENCE E. INGRAHAM, Lancaster, Pa., retail cigar dealer.

ABRAHAM KAUFMAN, Baltimore, retail cigar dealer.

CHARLES MATTHEAS, San Francisco, prominent cigar and tobacco jobber.

J. HUNTER BROOKE, New York, secretary and treasurer of the Weyman-Bruton Co., while laboring under mental aberration, took his own life, on his mother's grave in Media, Pa.

MILTON DEICHES, Baltimore, prominent cigar manufacturer.

JOHN TAYLOR, Toronto, prominent veteran cigar manufacturer.

CHARLES B. BUTLER, London, Eng., managing director of the Imperial Tobacco Co., of Great Britain, and formerly an active partner in the great tobacco manufacturing house of Lambert & Butler.

FERNANO RODRIGUEZ, New York and Tampa, son of Salvador Rodriguez, and actively interested with his father in the management of the business of the famous Charles the Great factory.

COL. HARRY WEISSINGER, Louisville, retired tobacco manufacturer.

BERNARD BERILZHEIMER, Chicago, retired jobber, one of the founders of the great tobacco distributing house of J. & B. Moos.

LEO SCHWAGER, Brooklyn, prominent cigar and tobacco jobber for many years.

HERBERT D. SHIVERS, Philadelphia, pioneer in the mail order cigar business, died in Haddonfield, N. J.

EDWARD A. LOWELL, Rochester, N. Y., pioneer cigar jobber, in business for nearly half a century.

HENRY EMMERICH, Superior, Wis., pioneer cigar man in his section.

JOHN BOLLMAN, San Francisco, pioneer Turkish cigarette manufacturer on the Pacific coast, and for many years active head of the John Bollman Co.

L. O. RAND, Buffalo, manager of a branch of George L. Storm & Co., dropped dead on the street.

FELIX H. ABRAHAM, New York, prominent cigar salesman, for many years representing Garcia & Vega, and at the time of his death engaged in business as a cigar jobber, struck by an automobile and fatally injured.

PETER J. MILLER, New York, veteran cigar maker of Long Island City, who had personally rolled over 3,000,000 hand-made cigars.

JOHN G. ROOT, Reamstown, Pa., veteran cigar manufacturer.

JAMES O'NEIL, Nashua, N. H., cigar jobber.

JOHN J. GAYNOR, Toledo, popular cigar dealer.

JOHN T. GRIFFIN, Salem, Mass., traveling representative for the Liggett & Myers Tobacco Co., died in Rutland, Vt.

ALBERT DUBRUL, Cincinnati, inventor and manufacturer of tobacco and cigarette machinery, long associated with the firm of Miller, Dubrul & Peters.

LOUIS BIEL, New York, one of the active men in building up the United Cigar Stores Co., and head of its real estate department almost from the beginning, died in a hospital in Toledo, after a brief illness.

SAMUEL M. GABLE, Lancaster, Pa., veteran cigar salesman.

JOHN CONLEY, New York, head of the Conley Foil Co., at one time a subsidiary of the American Tobacco Co.

MRS. ROBERT E. LANE, Brooklyn, wife of Robert E. Lane, the well-known New York cigar man, United States and Canadian representative of the famous Partagas factory of Havana.

MRS. MARY H. CAMERON, Richmond, Va., widow of the late Alexander Cameron, one of the founders of Cameron & Cameron.

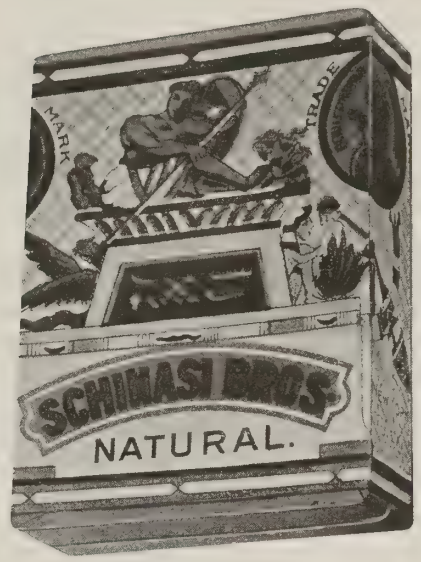
### NICOTINE AND TOBACCO AROMA.

Nicotine is a true alkaloid, like morphine. Though it is the active principle of tobacco, its production in large quantities in the plant is not desirable. The finest grades of tobacco contain only moderate, and often small, amounts of it. The aroma of tobacco is not determined by the amount of nicotine in the leaf. This much is certain—though the true cause of the aroma of tobacco is as yet in dispute and not definitely known.

# Schinasi Name Upheld by the Courts




**EGYPTIAN PRETTIEST**




**NATURAL**

THE NAME OF SCHINASI IS A SHINING MARK FOR WOULD-BE INFRINGERS. MORE ATTEMPTS HAVE BEEN MADE TO INFRINGE UPON THE NAME OF SCHINASI BROTHERS, AND UPON THE PRODUCT OF THE HOUSE OF SCHINASI, THAN UPON ANY OTHER CONCERN IN THE CIGARETTE INDUSTRY. THE REASON IS SELF-EVIDENT. IT IS BECAUSE THERE IS NO OTHER HOUSE IN THE TRADE WHOSE CIGARETTES ARE SO EASY TO SELL. THE COURTS UPHOLD THE NAME OF SCHINASI BROTHERS, AND HAVE DECLARED THAT NO OTHER FIRM CAN EMPLOY IT IN CONNECTION WITH THE MANUFACTURING AND MARKETING OF CIGARETTES. THE DEMAND FOR SCHINASI CIGARETTES STEADILY GROWS GREATER, AND WISE JOBBERS AND DEALERS WILL BE PREPARED TO SUPPLY IT PROMPTLY.

# SCHINASI BROS.

Office and Salesroom: 32-34 W. 100th St., New York

# A FAMILY OF PHYSICAL GIANTS IN THE CIGAR INDUSTRY FOR GENERATIONS

By VICTOR HUGO SEEGERS

WHO says that working in tobacco is not a healthy occupation? The Seegers family have been actively engaged in the cigar industry, in Germany and in the United States, for five generations, and almost without exception the men of the family have been men far above the average height, great brawny giants in stature, pictures of physical health, and generally living to a ripe old age.

John F. Seegers, the first of the family to engage in cigar making, was the son of a butcher in Bremen, and a soldier in the Prussian army in his youth. He was the tallest man in the army in 1765, standing seven feet and two inches in his stockings.

This sturdy young giant, after his military service was ended, entered the tobacco industry, then in its infancy in Bremen, and was one of the first men in Germany to learn to twist tobacco leaves into smokes. The smokes of those days were not like cigars of the present, but were more like what are now known as cheroots and stogies.

The tobacco twists produced in Bremen at that time were called Puhten, pronounced Pooten, and were made from tobacco imported from America.

The Bremen Puhten were rolled according to the size of the wrappers. If a leaf was large, a large bunch was made, but if the wrapper leaf was small, a small bunch was made. The first cigarmaker in the city of Bremen was Almerich Wessels, a sailor, who in course of his voyages had learned to twist tobacco into smokes, and he taught the process to John F. Seegers, the young giant, just retired from the Prussian army.

These pioneer cigarmakers in Bremen were known as Piepedreier, which in English means twister of pipes.

Wessels, the teacher, was like his pupil, Seegers, a giant in stature, standing six feet eight inches in his stockings. These giants formed a partnership, under the style of Wessels & Seegers, and at the outset they had a rocky road to travel. Tobacco was not then a luxury of the wealthy and the aristocratic, and sailors were their principal customers at the outset.

The firm of Wessels & Seegers had a hard struggle, but after some five years succeeded in selling their output to kings and emperors, business and professional men, and the aristocracy in general became addicted to the precious weed.

John F. Seegers, Number One—as we will call him—had seven sons, one of whom succeeded him in the manufacture of Bremen Puhten. John F. Seegers, Number Two, had nine sons, of whom seven learned the art of making cigars. Cigarmakers were considered among the highest branch of the trade, that of cigar assorting, at the age of fifteen, and was what is now called a cigar packer. He was a giant in stature. The Civil War in America had just started, and the slogan in Germany was, "Young man, go to America and get rich." Although his father, "Honest John," was then the general manager of the largest cigar factory in the world, that of Brunslow & Son in Breslau, Germany, and John F. Seegers, Number Four, was being educated to fill a future position of office manager, he ran away from home, went to Bremen, and took service as a cabin boy. He deserted ship on its arrival in New York, and at once enlisted in the United States navy, and finally became quartermaster sergeant on the ship *Constitution*.



VICTOR HUGO SEEGERS.
Fifth in the Generation of Giant Cigar Makers.

When the war was over in 1865, he settled in New York. As he had never liked the cigar business, he soon got a position as shipping clerk with the house of Sternfeld Bros. & Co., at 27 Spruce street, and gradually worked his way up to bookkeeper and then to general manager of the business, in which capacity he died of heart failure. It was his first and last business connection.

There were five brothers in this generation of cigarmakers in the Seegers family, however. Louis H. Seegers, who recently celebrated his 69th birthday, is the tallest of the Seegers brothers, standing six feet five and a half inches, and is the tallest cigarpacker and cigarmaker in the world. He was for many years a close friend of the late Meyer Foster, of the firm of Foster, Hilson & Co., of Hoffman House cigar fame. Louis F. Seegers and Meyer Foster worked for S. Jacoby & Co., side by side for many years.

At a picnic and parade held by the employees of S. Jacoby & Co., at that time Louis Seegers was the marshal of the parade. Meyer Foster, who was shop foreman, was authorized to hire two horses, one for himself and one for Louis Seegers, the marshal.

The cigar makers and packers were waiting in Dry Dock street, in front of the factory, and the German band came tooting along. S. Jacoby and Gustave Jacoby and Mr. Neuberger, the third member of the firm, came in carriages, followed by the office staff, including Andrew Ross, the head bookkeeper. In another carriage was Gustave Fuchs, then known as "the King of Salesmen," and William Eggert and Gustave Reissman, leaf tobacco men from Pearl street were also present.

Everything was in order for the parade to proceed to Karl's Park, which was located at 148th street, near Third avenue, and extended over to St. Ann's avenue. But no one had figured on the tall marshal, and the horses were brought forth, Meyer Foster got into the saddle. Louis Seegers was nicknamed "Baby," and there were shouts of "Where is the Baby?" He answered, "here." Meyer Foster said: "Marshal, please get into your saddle." The

(*Continued on page* 42.)

the artists of Bremen. They were seen in the private boxes of the theaters in full dress and high hats. They formed a society which was called Die Kuenstler-Zunft, which means in English The Craft of the Art. This was in the year 1790, by which time cigar smoking had become quite general.

John F. Seegers, Number Three, was born in 1817, and succeeded his father and grandfather in the same old line. John F. Seegers, Number Three, was not as tall as his forefathers, as he measured only six feet two and a half inches. He was a man of the Abraham Lincoln type. His word was as good as his bond and he was nicknamed Honest John. He was also a strict temperance man.

The city of Bremen was somewhat of a republic under the Hansa Bund, and was governed by a senate called Die Bürgerschaft, or a society of citizens, of which John F. Seegers, Number Three, was an active member.

John F. Seegers, Number Four, was born in 1845, and he also learned the art of making cigars, and was the first of the Seegers to learn

# STANDARD OF THE WORLD

# C. H. S.

## The 5c Havana Cigar Above Competition




Facsimile of Box of 50 **C. H. S. Especiales**

It is true the C. H. S. bears a small margin of profit, but the immense volume of sales will more than justify dealers in handling this peerless five-cent cigar.

## ROBERT H. PATTERSON

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Sole Agent for the United States

333 Fifth Avenue
New York

# VALUABLE POINTS ABOUT PIPES

A new pipe should have the inside of the bowl moistened with water for a few moments before smoking. This moistening of the inside of the bowl will prevent the burning of the pipe and cause the tobacco to form a crust inside of the bowl.

In filling a pipe press the tobacco tightly, especially on the side next to the stem, as by so doing you will cause the tobacco to burn more evenly and thus prevent burning the bowl.

No pipe less than four inches long ought to be smoked, because it is too short to allow the smoke to cool before it reaches the mouth.

Tobacco used in the pipe should be somewhat damp to avoid biting of the tongue.

Many pipes are burnt because of quick smoking against the wind. By drawing slowly the smoker will avoid burning the bowl.

Many pipes are burned at the bottom of the bowl. This is generally caused partly by the smoker trying to consume all the tobacco in the bottom of the pipe, and partly by lighting tobacco when the pipe is less than half full and drawing the flame to the bottom of the bowl.

If a pipe is lighted over a gas light the edge of the bowl is frequently burned. The best pipes may be burned that way and the smoker is the one to blame, not the pipe or the pipe dealer.

When a pipe burns it is usually the fault of the smoker by not adhering to the above directions.

To make a new pipe taste as sweet as an old one put a pinch of salt in the bottom of the first filling of tobacco.

In genuine meerschaum pipes the tobacco should be pressed tight, as by so doing the heat is evenly distributed and the pipe will color accordingly.

A meerschaum pipe ought always to have a meerschaum button inside of the bowl as this will insure better coloring of the pipe.

By drawing slowly, especially on a new meerschaum pipe the smoker will prevent overheating the meerschaum and the pipe will color much more quickly than by fast smoking.

Pipes made of soft wood burn readily with the tobacco and it is the burning wood and not the burning tobacco, which bites the tongue.

The best pipe may get strong, but if it is packed tight with grass or hay and laid aside for a few days it will be as sweet as ever.

Amber burns slowly with a yellow flame, emitting a pungent, aromatic smoke. It costs more in the raw state, than pure silver. Imitation amber burns fiercely, being quickly consumed.

Imitation meerschaum pipes will not color and if submerged in water for thirty-six hours they will dissolve to a powder.

The genuine meerschaum is carved out of the natural block. Meerschaum pipes are boiled in wax even after having been used for some time to make them color faster.

Meerschaum pipes are boiled in oil to make them of dark color. Boiling is not done to clean meerschaum pipes.

The covering of meerschaum pipes with chamois will prevent them from getting scratched, but will help to heat them, and therefore retard the coloring process.

The smoke drawn through the meerschaum, which is porous, settles on the surface, which is a fatty substance—wax. If a pipe is overheated it evaporates the wax, and the chemical process is lost.

Meerschaum is not "foam of the sea," as it has often been characterized, and as many suppose, but a silicate of magnesia.

The raw material comes from Asia-Minor, wherefrom the Turkish government derives a great deal of revenue.

Meerschaum is extracted much the same way as coal. Near Eski-Shehir, an important station on the Anatolian railway, where rich deposits of meerschaum are found, pits from 25 to 120 feet deep are dug. As soon as the vein is struck, horizontal galleries, sometimes of considerable length are made.

The meerschaum as extracted is called hamtash, which means rough block, and is soft enough to be easily cut with a knife like a piece of cheese. It is white and is covered with red clayey soil. The manipulation required before the meerschaum is ready for export is long and costly.

The best quality is called "Spiegel" looking-glass meerschaum on account of its beautiful lustre when colored.

## PHYSICAL GIANTS IN THE TRADE

(*Continued from page* 40.)

marshal mounted the horse, but as the animal was short and stocky, the marshal's feet dropped on the ground. But Marshal Seegers gave the order for the band to play—and off they started on the long march.

There are a few still living who remember that picnic, and who say it was the time of their life when capital and labor went hand in hand. The bosses were carried on the shoulders of the workingmen. Speeches were numerous and every speaker was in turn carried on the shoulders of the cigarmakers and placed on the platform to make his speech, at the end of which he was compelled to sing a song for the cigarmakers, and then promptly put up a keg of beer. There was no such a thing as "Gentlemen, I cannot speak or sing—but I am willing to put up a keg." They had to do all three.

But the most of the participants in that picnic of 46 years ago have long since passed away. Of those left are the four Seegers brothers, Gustave Jacoby, and Max Moral, one of the cigar packers who afterwards became superintendent of the S. Jacoby & Co. factory. Max Moral is living in the Montefiore Home on Gun Hill Road, a few blocks from the home of Victor Hugo Seegers.

Victor Hugo Seegers, the writer of this article, is a member of the fifth generation of the Seegers family of cigarmakers, and has had a most eventful career, having been an actor as well as a cigar maker and cigar packer.

He traveled for several seasons in the company of Mrs. Leslie Carter, under the management of David Belasco. He has also worked at his trade as a cigar packer in practically every section of the United States, where the cigar industry has a foothold, and probably has a larger personal acquaintance among men in the cigar industry, including both manufacturers and employees, than any other man in the world.

Victor Hugo Seegers is the smallest of the four Seegers brothers of the fifth generation in the cigar industry, as he is but six feet tall. His son, Arthur, however, is six feet three inches in height, but Arthur Seegers has deserted the tobacco industry for finance. He is a bank auditor, and an expert at figures, a graduate of American Institute of Banking of the Bankers' Association. He is also an all-around athlete, boxer, champion runner, and winner of a Marathon race. Like all of the Seegers family he is a natural musician, being both a trombone player and a choir singer.

Gustave A. Seegers, who stands six feet three inches, is a manufacturer of cigars in Harrisburg, Pa. He is also a choir singer and tenor of the First German Lutheran Church in Harrisburg. While a resident of New York, he sang for four years in the Adolph Neuendorf Theater, 14th street, appearing in the "Merry War" and other comic operas. He also sang for ten years in the choir at St. Michael's Espiscopal Church, on Amsterdam avenue, of which the famous Rev. Dr. Madison Peters is rector.

Gustave Seegers, son of Gustave A. Seegers, is also a six-footer. He is a member of the New York police department, has passed the examination for sergeant, and at present holds the position of deskman in the police station on West 125th street. Another son of Gustave A. Seegers is in the employ of the Interborough Street Railway Co., on the Third Avenue Elevated, and is the tallest man on the road for the past ten years.

Ferdinand C. Seegers is six feet two and a half inches in height. He was for twenty years in the employ of Theodore Werner & Co., now consolidated with T. J. Dunn & Co., and was for ten years a factory superintendent in Harrisburg, Pa., and Allentown, Pa.

Thus we find in this remarkable family—that has been working in tobacco since 1765—that they have been not only above the average in stature, but they have been well endowed mentally, and with exceptional aptitude for music. Most of the forefathers were leaders of singing societies who in their day had to accompany the chorus with either a guitar or a violin. There have been among the members of the Seegers' family members of parliament, general managers, superintendents and foremen, manufacturers, opera singers and musicians, actors, composers, justice of the peace, policemen, and bankers.

Who says that tobacco is injurious to the health? Where are Dr. Osler and Dr. Pease? Let them study the record of the famous Seegers family, whose members have been brought up in tobacco and tobacco smoke for five generations.

# The Wellington

## THE UNIVERSAL PIPE

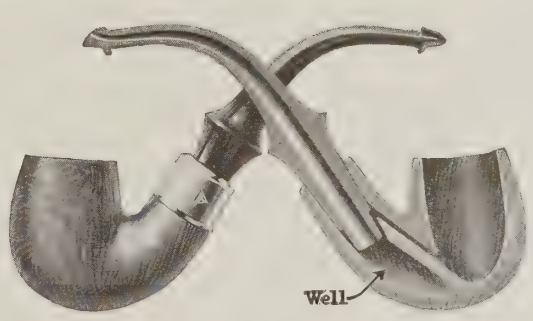
"IT'S certainly remarkable how quickly the Wellington has jumped to the front as the universal pipe," wrote a dealer recently.

But, why shouldn't the Wellington be the leading and largest selling pipe in the world? Just consider that it's built on the true pipe principle—that it gives men entire satisfaction for their money. And, that the Wellington is known from coast to coast through forceful, dominating, convincing, national advertising.

If you don't sell W. D. C. pipes, and especially The Wellington, there's a great profit making feature of your business that you're not cashing in on.

We're not going to let up the least bit on advertising this master pipe. In fact, we're going after the pipe smoker this year stronger than ever before. So, see that the Wellington is part of your stock, and thus get your share of the business we're creating for you.

**WILLIAM DEMUTH & COMPANY**
**New York**




**It's the "WELL" in the Wellington that keeps the tobacco dry**




**Plant of William Demuth & Company, Richmond Hill, N. Y.**
**The Largest Pipe Factory in the World—Home of the Wellington Pipe**

# THE WONDERFUL CIGAR INDUSTRY OF MANILA

By DAVID FRANKLIN MORRIS*

**FACTS AS TO THE GROWING AND CURING OF TOBACCO IN THE PHILIPPINES, AND THE SPLENDID SYSTEM PREVAILING IN THE MANILA FACTORIES**

The Manila cigar business, big as it already is in the United States, is but a promise of what it may be. The more American smokers are informed concerning Manila cigars, the greater will become the demand for the Philippine product. Not for cigars of the cheapest kind but for goods that truly typify Manila quality there is a ready market, constantly enlarging. It has been demonstrated that it pays Manila manufacturers to compete for American trade.

In various ways previously led to believe that all the tobacco grown in the Philippines was cheap, poor stuff, unfit to be used in the manufacture of anything better than a two for a nickel cigar, many smokers throughout America have recently assured themselves that most Manila cigars, cost considered, are good value, indeed. If Americans as a class have been slow to discover the merits of Manila cigars, their tardiness in this respect must be ascribed almost entirely to the dubious business engaged in by some importers years ago.

Trash that was hardly better than the veriest refuse of Manila factories was brought to the United States and advertised unscrupulously as "the finest imported Manila cigars." Dumped in quantities in different cities, alleged Manila cigars, miserable, ill-burning, bad tasting things costing the importer less than $10 per thousand, were proclaimed to be the choicest productions of the Philippines. Such business, of course, was ruinous. Every smoker victimized by misrepresentation naturally was prejudiced against Manilas.

Until the injury had been done, but comparatively few people knew the truth. The vogue idea that the average American has concerning the Philippines helped to make deception easier and worse. Distance kept Manila uninformed till it was too late. The fact that much of the "selected material" from which the trash made was extracted from waste piles or obtained from other sources equally disreputable remained undisclosed until all Manila cigars were under disfavor in the United States.

No important Manila factory nor any importer who has since succeeded, was at all implicated in the unfair practices, yet every brand of legitimate Manilas had additional difficulty in obtaining distribution in the United States. The skepticism and hostility encountered when a brand of Manilas were about to be introduced, compelled proof of quality to be submitted. Discouragement incident to securing trial orders would have prevented anything but persistent merit from obtaining advantageous recognition. But Manilas won a place in the American trade because their value could not be denied.

In other countries for many years, Manila brands have been accorded place among the best cigars. In Japan and China Manila cigars are preferred; in India and Australia, the finer sizes, sharing favor with Havanas, are sold for practically the same prices. In the expensive hotels of Egypt which shelter many rich visitors during the tourist season Manilas and Havanas are kept on sale side by side. The Manila cigars most popular in Cairo retail for from three to nine piastres, which is equal to from 15 to 45 cents each in American money.

In Barcelona, the Spanish city which has the greatest trade with Cuba, Manilas considerably outsell Havanas. In Marseilles, the chief French port on the Mediterranean, the stranger seeking a good cigar is advised to buy a Manila. In the gold fields of South Africa a good Manila is considered a fair exchange for a shilling. Scattered over the globe, from Vladivostock to Damascus, from New Zealand to Klondike, Manila cigars, more than any other product of the Islands, have made the Philippines favorably known.



SCENE ON A TOBACCO PLANTATION IN THE CAGAYAN VALLEY IN THE PHILIPPINES.

The fame of Manila cigars dates back to the olden days when the Viceroy of Mexico was Overlord of the Philippine Islands. From Cuba, dauntless missionaries willing to lose their lives in pious service yet indisposed to deprive themselves of the consolation obtainable from good cigars, took tobacco seed. Proceeding to Vera Cruz, thence making a tiresome journey on mule back across Mexico, eventually they reached Acapulco. There embarking on a slow-sailing galleon, they drifted and tossed until, after a voyage of 287 days, they came to Manila. Being explorers as well as preachers, Padres Gomez and Sebastian associated an investigation of the new country with their efforts to convert the natives. In what is now the province of La Union they planted the first tobacco in the Philippines.

Though much tobacco is still grown in the province of La Union, it was ascertained, years after the padres succeeded in their experiment, that the district in the Philippines best adapted to the production of tobacco was the upper part of the Cagayan valley. This celebrated "tobacco belt" in Northern Luzon, is nearly 160 miles long and in width varies from two to fourteen miles.

The land producing the most tobacco is inundated annually to a depth of from five to 50 feet. As the river subsides after the great flood every year, rich sediment, from five to 12 inches thick, is deposited on the land. The soil thus renewed is unusually fertile. On one field in the Cagayan section, good crops have been grown for the past 132 years, without interruption. The only fertilizer ever applied was "the gift of the river." The so-called "second class lands," higher up the slope, are uninundated except in years that an unusually heavy rainfall occurs.



DRYING TOBACCO IN THE PHILIPPINES.

The chief Philippine tobacco belt stretches over parts of two provinces, Isabela and Cagayan. Whether originating in Isabela or Cagayan, the leaf grown in the valley of "the Nile of Luzon" is preferred to other Philippine tobacco as the product of Vuelta Abajo is placed

(*Continued on page* 48.)

*David Franklin Morris, the writer of this article has traveled extensively in all parts of the world, and was for six years a resident of the Philippine Islands, much of the time, with headquarters in the City of Manila. Few people are better posted as to conditions in the tobacco growing sections of the Philippines ore in the cigar factories in Manila, and because of his intimate personal knowledge, this article takes on the value of an authoritive description by a trained observer, writing of something with which he is thoroughly familiar.—Editor of TOBACCO.

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WE WERE THE ACKNOWLEDGED PIONEERS IN POPULARIZING HIGH CLASS MANILA CIGARS IN THE LEADING CITIES EAST OF THE ROCKY MOUNTAINS, AND THE WONDERFUL BUSINESS WE HAVE BUILT UP, HAS BEEN BASED UPON QUALITY AND SERVICE.

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## MANILA, PHILIPPINE ISLANDS



ESTABLISHED 1883

# ITS PRODUCTS ARE FAMOUS ALL OVER THE WORLD

# "LA INSULAR"

## CIGAR AND CIGARETTE FACTORY

MANILA, PHILIPPINE ISLANDS

Established in 1883

Manufacturers of highest grade Cigars and Cigarettes bearing an international reputation

---

Appearance and workmanship unsurpassed

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Most modern and sanitary factory in Manila

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Purity and perfect cleanliness of our finished products guaranteed by constant inspection by Philippine Government Inspectors

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# "LA INSULAR"

Agents
COWEN-HEINEBERG CO.
San Francisco

"LA INSULAR"
Fabrica de Tabacos
Manila, Islas Filipinos

## THE MANILA CIGAR INDUSTRY

(*Continued from page* 44.)

above crops raised in less famous districts of Cuba.



BALES OF ISABELA LEAF ARRIVING AT WAREHOUSE IN MANILA.

According to the area of land devoted to tobacco production, the Philippine provinces rank as follows: Isabela, Cagayan, Pangasinan, Cebu, La Union.

The tobacco grown in La Union, Pangasinan and Cebu, though not so desirable for cigar purposes as the yield of the Cagayan valley, is of commercial importance, being largely utilized in the manufacture of cigarettes. While tobacco of sorts, and in quantities to meet local consumption, is grown in most parts of the Archipelago, the crop, outside of the five provinces named, has little or no significance, commercially.

The area of all the land in the Philippines ultimately available for the production of merchantable tobacco is said to be much larger than the combined tobacco districts of Cuba, Porto Rico, Connecticut and Pennsylvania. But, even in the Cagayan valley, there are large tracts of undeveloped tobacco lands. Isolated by two ranges of mountains, the sparsely populated Cagayan valley fails to develop its principal industry more rapidly because, among other reasons, the navigation of the Cagayan is uncertain.

On the upper reaches of the river, during the season when their services are most needed, the light-draught river steamers are likely to be caught on sand bars. Getting freight from Isabela to Aparri, the port near the mouth of the river, where the ocean-going steamers stop, is no easy task.

Though difficulties incident to river navigation are impediments to progress, tobacco growers in the Cagayan valley have compensating advantages. Because the cost of labor in preparing the sediment land is reduced to a minimum, really good leaf for cigar purposes can be produced rather cheaply. Where primitive methods are employed the average Philippine tobacco crop is 600 pounds per acre. Approximately 80 per cent. of the tobacco grown in the Cagayan valley is raised by owners of small tracts of land.

"The crop is grown by the aid of very primitive implements and elementary methods. In the Cagayan valley, for instance, the seed beds are sown in October, November, and early December. Little protection is given the tender seedlings, it being purely a case of the survival of the fittest. As soon as the fields are sufficiently dry they are plowed twice—sometimes



BALES OF LEAF IN WEIGHING ROOM AT HELIOS FACTORY IN MANILA.



SORTING LEAF TOBACCO IN FACTORY IN MANILA.

thrice—with small native plows and are then harrowed with bamboo harrows. The plants are set out at the average rate of 4,000 plants per acre. This work is done by hand, transplanting machinery being unknown. Weeding by hand is done twice, the weeds being laid between the rows; sometimes a plowing is given. Suckers are not removed and budding is done once. The leaves are picked one by one as they ripen and strung on bamboo sticks about a yard long and of the diameter of an ordinary lead pencil; the whole plant, with the leaves attached, is sometimes taken. The leaves are then dried in the sun, and when dry are piled in heaps under shelter and repiled whenever the heat generated becomes too great, usually at intervals of three or four days. The leaves are next removed from the bamboo sticks (palillos) and made up into hands (manojos), in which shape they are taken over by the buyer and are further fermented and then placed in warehouses.

(*Continued on page* 50.)

HOJAS
de
ISABELA Y CAGAYAN

GARANTIZADOS
por el
FABRICANTE

A FAVORITE BRAND
of
MANILA CIGARS
that is always
IN THE VAN



# LA VANGUARDIA




## A Cigar That Pleases a Multitude of Smokers

New York Agent

## F. A. WEBER

61 Warren Street, New York

## THE MANILA CIGAR INDUSTRY

(*Continued from page* 48.)

"Vasco, the Governor General of the Philippines, in 1781, decreed that the government should have control of the production, manufacture and sale of tobacco. By this degree a monopoly was created which remained in operation a hundred years. This monopoly strictly supervised the growing and grading of the leaf and had factories in Manila for the manufacture of cigars, cigarettes, and smoking tobacco. In the field the chief appraiser, styled 'interventor,' residing at the provincial capital, had a force of subordinates known as 'alumnos aforadores.' These were in charge of districts composed of municipalities, and in each municipality there was a 'caudillo' (head man) sometimes also the 'gobernadorcillo' (little governor), who, by the aid of his 'tenientes' (lieutenants or overseers), supervised the growing of tobacco, being remunerated for this service by a percentage of the crop produced.

"The chief appraiser set the date when the first seed beds were to be sown and also determined the date of planting and number of subsequent seed beds. The program laid out by the chief appraiser went into considerable detail, even designating the number of plowings and when they should be done, as well as the number of plants to be set out in a unit of land.

"Later on in the season supervision was exercised in the harvesting and curing of the leaf, and when the crop was ready for market the grading was painstakingly done by the government representatives. Severe penalties were inflicted upon growers who failed to deliver tobacco of sufficiently good quality. This penalty often consisted of the confiscation and burning of the crop, and the cancellation of the leasehold held by the 'colonista,' or tenant.



LA VANGUARDIA CIGAR FACTORY IN MANILA.

"The tobacco monopoly, due to the strict enforcement of regulations, especially in the earlier period of its operation, secured for Philippine tobacco an enviable reputation for quality, but due to corrupt practices adopted by the subordinate officials later on, the unrest and dissatisfaction of the growers led to strife and riots, so that it was finally decided to dissolve the organization, despite the fact that even in its last year of operation it had yielded the Government $1,500,000 of revenue.

"The tobacco monopoly throughout its entire period of existence was the chief source of income for the local government and was a means of relieving the Government of Mexico of the burden which the Islands had been to it.

"In 1808, the revenue derived from the monopoly amounted to 500,000 duros (Spanish gold dollars) and in 1866-67 the large amount of 8,418,939 Spanish gold dollars was turned into the local treasury. In fact, the local officials were enabled to send 'home' large amounts to compensate in part the Spanish Government for previous expenditures and advances made.



THE FACTORY PHYSICIAN EXAMINING EMPLOYEES IN MANILA.



OPENING BALES OF LEAF IN HELIOS FACTORY IN MANILA.

"It was believed at the time the Government tobacco monopoly was abolished, that when the growers were freed of the so-called oppressive supervision the quantity of tobacco would be largely increased and the quality raised, through the growers' efforts to profit thereby, actuated by self-interest. This theory was later found to be unsupported by fact.

"In 1883, the Compania General de Tabacos de Filipinas was organized with a capital of $2,500,000. This concern built a large cigar and cigarette factory, named 'La Flor de la Isabela,' and by virtue of circumstances was enabled to purchase the greater part of the first crop of tobacco grown without Government supervision, virtually stepping into the position formerly occupied by the Government monopoly. This company acquired huge tracts of tobacco lands and populated these lands by acting as immigration agents."

Experienced tobacco growers were brought

(*Continued on page* 52.)

# PHILIPPINE TOBACCO

FROM THE

## CELEBRATED CAGAYAN

AND

## ISABELLA DISTRICTS

OF THE

# PHILIPPINE ISLANDS

*Imported By*

## Horace R. Kelly & Co.

69 Wall Street, New York

In Bulk. Also Stripped, Cured and Barreled

## THE MANILA CIGAR INDUSTRY

(*Continued from page* 50.)

from Cuba. Later, nearly a shipload of skilled cigarmakers came from Spain to teach the Filipinos. In Manila, today, more than 40,000 people are employed in the cigar and cigarette industry. Many Filipino cigarmakers are experts, whose excellent work would command favorable recognition, anywhere.



SCENE IN CIGAR MAKING DEPARTMENT OF HELIOS FACTORY IN MANILA.

The success of the "Compania General," from 1884 onward, induced numerous companies to engage in the manufacture of cigars. But, from the termination of the monopoly to the outbreak of the Spanish-American war, most Manila manufacturers found Governmental conditions adverse, and local troubles handicapped commerce. Yet, however the times were, they kept at work. The Spanish-American war, the Philippine insurrection, and the re-organization of insular affairs by the United States in various ways affected Manila factories. But, as order slowly was brought out of chaos in the provinces, larger quantities of better tobacco were produced and the output of cigars increased year by year.

Figures taken from the ninth annual report of the Collector of Internal Revenue for the Philippine Islands show the number of cigars manufactured during the fiscal years 1906 to 1913, inclusive.

While, for 1914, the showing made would indicate a serious decrease, as only 65,140,000 Manila cigars were shipped to the United States that year, the trade really gained because the principal, in fact practically all, shipments comprised cigars of a higher grade. The wretchedly cheap stuff that hurt trade was largely, if not entirely, eliminated. In 1914, actually more good Manilas were smoked in the United States than in any previous year.

The distribution of cigars exported from Manila in 1913, which is the last year for which statistics are available, were as follows:

| Country to which exported. | Total. |
|---|---|
| United States | 102,894,077 |
| China | 37,051,134 |
| Straits Settlements | 18,830,027 |
| Australia | 13,546,320 |
| England | 8,203,132 |
| Spain | 7,850,400 |
| India | 3,702,630 |
| France | 3,302,000 |
| Java | 2,399,230 |
| Germany | 1,941,192 |
| For consumption on high seas | 1,412,460 |
| New Zealand | 781,409 |
| Belgium | 739,275 |
| Holland | 715,745 |
| Japan | 697,250 |
| Scotland | 667,275 |
| Canada | 574,000 |
| South Africa | 550,536 |
| Indo-China | 523,305 |
| South America | 464,625 |
| Gibraltar | 427,500 |
| Italy | 382,250 |
| Siam | 313,761 |
| Canary Islands | 278,000 |
| Korea | 262,460 |
| Egypt | 234,300 |
| Denmark | 215,000 |
| All others | 498,325 |
| Total | 209,457,618 |



SECTION OF CIGAR MAKING DEPARTMENT IN MANILA FACTORY.

| Fiscal year ended June 30— | Consumed in the Philippine Islands. | Exported to foreign countries. | Shipped to United States. | Total. |
|---|---|---|---|---|
| 1906 | 74,184,537 | 94,110,336 | 231,206 | 168,526,079 |
| 1907 | 79,476,459 | 117,684,485 | 82,175 | 197,243,119 |
| 1908 | 82,986,278 | 115,738,939 | 29,570 | 198,754,787 |
| 1909 | 86,800,520 | 116,981,434 | 867,947 | 204,649,901 |
| 1910 | 89,272,890 | 109,006,765 | 87,281,673 | 285,561,328 |
| 1911 | 96,115,525 | 104,604,170 | 27,531,596 | 228,251,291 |
| 1912 | 109,924,014 | 104,476,781 | 70,518,050 | 284,918,845 |
| 1913 | 96,193,811 | 106,563,541 | 102,894,077 | 305,651,429 |

Because of the strict sanitary regulations and other exacting requirements of the Government, the number of Philippine cigar factories, from over 300 in 1910, was reduced to less than 90, in 1915. Some were merged; others transferred their business to larger, better managed factories; those that quit were of small importance.

Listed alphabetically, the principal cigar factories of Manila are the Alhambra, Compania General de Tabacos, Germinal Helios, Kuenzle & Streiff's, La Empatriz, La Giralda, La Insular, La Prueba, Maria Cristina, Minerva, Perla de Oriente, Vanguardia and Zebano.

Some of the Philippine cigar manufacturers are especially strong, financially, and their factories supply monumental evidence of importance. The great buildings, where brands of world wide fame are made, may differ in construction or arrangement, but all alike are scrupulously clean. In this respect, perhaps, Manila factories, taken collectively, are the fin-

(*Continued on page* 54.)

TRY

# LA GIRALDA CIGARS

Made in Manila, P. I.

From

Selected Leaf

Under

Government Supervision

*Distributers:*

S. BACHMAN & CO. - San Francisco, Cal.

BOWRING & CO. - - - - - New York

## THE MANILA CIGAR INDUSTRY

(*Continued from page* 52.)

est equipped to be found in the world.

All cigars in the Philippines are manufactured under official supervision. Regarding factories and methods of manufacturing the requirements of the Government, respecting sanitation are especially rigid.



CIGAR MAKERS IN A BIG MANILA FACTORY.

The strictly enforced regulations forbid conditions and practices that are tolerated in some American factories. It is not enough that Philippine factory building shall be clean, spacious and well lighted. They must be provided with accessories approved by the Health Department.

The rules further apply to the working force and care is constantly taken that nothing objectionable may be permitted. In the Philippines, even the cheapest cigars are made entirely by the Spanish hand-work method. Team work is never utilized and moulds are unknown. The large factories have every reason to be proud of the skill of their workmen.

To be up to the standard established by the Government, Philippine cigars are required to be made from good, clean, selected tobacco, properly cured and seasoned, exclusively the product of the province of Cagayan or Isabela, well made, with suitable spiral wrapper and with long filler, from which must have been removed all stems, dust, scrap or sunburned tobacco; cigars to be properly assorted and packed in clean receptacles of wood not before used, manufactured from native timber known as Calantas, or from imported cedar. No cigars made between sunset and sunrise may be graded as standard.

Believing that the expansion of the Philippine cigar industry, in the direction of shipments to the United States, will best be facilitated through the exportation of cigars of the better grades, it is the desire and purpose of the Philippine Government to put greater emphasis on the quality of Manila cigars sent to this country. The Philippine Islands' official cigar export stamp appears on every box of Manila cigars of standard quality shipped to the United States. Cigars standard are not recommended to any smoker.

While most Manila cigars shipped to America retail for a nickel or less, not all the output of Manila factories is sold for low prices. Finer sizes, costing from $65 to $160 per thousand are made by nearly every factory. Specials of three or four big Manila factories are even higher priced. For one order, a few years ago, $575 per thousand was cheerfully paid.



CIGAR SORTERS IN THE HELIOS FACTORY IN MANILA.



CIGAR PACKERS AND LABELERS IN A MANILA FACTORY.

Since M. A. Gunst & Co., and other dealers on the Pacific Coast have shown that American smokers, informed concerning the merits of good brands, will buy ten cent and "two for a quarter" Manilas in quantities, the Manila trade in the United States has a better chance of being represented more fairly by finer sizes.

The exports of Philippine leaf tobacco for the year ending December 31, 1914, were:

| | Pounds | Value |
|---|---|---|
| United States ..... | 45,598 | $4,612 |
| Austria-Hungary .. | 392,406 | 41,150 |
| Spain ..... | 18,028,004 | 1,146,348 |
| Other countries.... | 10,382,157 | 565,714 |
| Total ..... | 28,848,165 | $1,757,824 |

Of the more than 50,000,000 Philippine cigarettes annually exported, about 60 per cent. is sent to China. The rest is variously dis-

(*Continued on page* 56.)

# Compañia General de Tabacos de Filipinas

## Manila, P. I.

owners of

# LA FLOR DE LA ISABELA

Cigar and Cigarette Factory

Cigars made by the world-renowned ISABELA Factory from the choicest selected tobaccos grown on our estates in ISABELA Province.

ISABELA brands represent standard values in Fine Manila Cigars.

Jobbers not handling an ISABELA brand are losing good business that they might get.

**New York Office:—**

Compania General de Tabacos de Filipinas, **138 Front Street**

**San Francisco Agents:—**

J. B. Havre & Co., **1023 Kohl Bldg.**

## THE MANILA CIGAR INDUSTRY

(*Continued from page* 54.)

tributed. The present annual consumption of cigarettes in the Philippines exceeds four



CIGAR MAKERS IN A MODERN MANILA FACTORY.

and a half billion on which an internal revenue tax of $2,250,000 is collected.

## LIBRARY OF TOBACCO LITERATURE

**Most Valuable Collection of Books on the Subject Is Owned by George Arents, Jr.**

THERE have been a number of extensive and valuable collections made, both in this country and in Europe of the books and pamphlets written upon the subject of tobacco from the earliest days following its discovery by Christopher Columbus and his fellow voyagers to America, down to the present time.

The honor of possessing the most complete and valuable collection of books about tobacco in the world is by common consent accorded to George Arents, Jr., of 524 5th avenue, New York.

Mr. Arents, who has been connected in an official capacity with the American Tobacco Co. for many years, and being also an enthusiastic book collector and one of the best known connoisseurs of rare volumes and first editions in New York, it was but natural that he should have many rare books upon the subject of tobacco offered him from time to time.

Possessing both the ample means necessary and the inclination to purchase these books his collection has grown to large proportions, until it now numbers nearly 2,500 volumes and pamphlets, each of which treats wholly or in part upon the subject of tobacco.

The intrinsic value of the collection easily runs into many thousands of dollars, as a number of the rare works which it includes would bring offers of fabulous prices from the curators of great libraries and museums as well as from private collectors.

Some of the books in Mr. Arents' collection are extremely rare, there being but one or two other known copies in existence.

Among the Arents collection, for example, is an original copy of the quaint Oveido, of Peter Martyre, published in 1526, which contains what is generally believed to be the first commentary on tobacco ever issued between covers.

Among other rare volumes bearing the imprint of the 16th century Mr. Arents has in his collection "La Hystoria General de las Indias Salamanac," published in Spain in 1547, in which is given "the first clear account of smoking among the Indians of Hispaniola." Another rare work is "Dyet's Dry Dinner," by Henry Butter, including a satirical epigram upon the wanton and excessive use of tobacco and bears the imprint of the year 1599, just 21 years before the Pilgrims landed at Plymouth Rock. "Joyful Newes out of the Newe Worlde" was printed in London in 1577.

Most of the earlier writers upon the subject of tobacco who are represented in the Arents collection lay special stress upon the supposed medical virtues of tobacco, or uppowoc as it was called by the Indians, and by some of the early writers. Thus Hariot, in "The Briefe and True Account of the New Founde Land of Virginia," published in London in the year 1588, says:

"There is an herbe which is sowed apart by itselfe, and is called by the inhabitants uppowoc. In the West Indies it hath divers names, according to the several places and countries where it groweth and is used; the Spaniards generally call it tobacco.

"The leaves thereof being dried and brought into powder, they use to take the fume or smoke thereof by sucking it through pipes made of clay into their stomacke and heade, from whence it purgeth superfluous fleame and other grosse humors; openeth all the pores and passages of the body; by which means the use thereof not only preserveth the body from obstructions, but also if any be so that they have not beene of too long continuance, in short time breaketh them; whereby their bodies are notably preserved in health, and they know not many grievous diseases wherewithall we in England are sometimes affected."



SHIPPING ROOM IN THE HELIOS FACTORY IN MANILA.

### THE FIRST MEERSCHAUM.

The first piece of meerschaum was brought into Hungary by a nobleman about the year 1800, who gave it to a cobbler on his estate who was somewhat of a genius to carve into a pipe bowl. As he was mending shoes, thereby using wax, some of the wax got on the bowl, which caused the pipe to color when smoked, and because of that accidental discovery meerschaum has always since been treated with wax.

Budapest, the capital of Hungary, became the center of the meerschaum trade, but from there it radiated to Vienna and other parts of Europe.

There is some meerschaum found in Spain but it is not suitable, being too full of flaws.

The first meerschaum pipe made in the United States was carved by Charles Pollak, in New York, in 1860, from a block which Rev. Dr. Tyng, of Brooklyn, had brought from Turkey.

Mr. Pollack in the same year began to import the raw material in blocks for the manufacture of pipes for the trade, thereby introducing a new industry into the United States.

Mr. Pollak exhibited at the American Institute fair in New York, an immense and beautifully carved pipe, representing Washington and his generals.

Information for Buyers of Manila Cigars of Quality:

# Germinal Cigar Factory,

LIMITED

## Grand Prize, St. Louis, 1904




**The most modern Cigar Factory in the Philippine Islands. Excellence of Quality and Workmanship together with the best tobacco grown in the Isabela Province are used in the manufacture of Germinal Cigars made strictly by hand under the most sanitary conditions; made in the latest Cuban shapes for the American trade.**

## Germinal Cigar & Cigarette Factory Co., Ltd.

Established 1898, Manila, P. I.

UNITED STATES AGENTS

Pacific Commercial Company, New York.
Laks Cigar Company, 99 John Street, New York.
Marx Bros., "The House of Manilas," San Francisco, California.
Edward Wolf Co., 161 to 167 California Street, San Francisco, California.
Geo. Koerber Sons, 66-67 West St. John Street, San Jose, California.
Woolley & Co., Inc., 906 3rd Avenue, Seattle. (Los Angeles Brand.)
Lee Toma, Honolulu, T. H.

# LAWS GOVERNING THE SALE OF TOBACCO

## LEGAL RESTRICTIONS OF THE VARIOUS STATES

**Compiled By C. FRED: CROSBY**

**The following is the first authoritative compilation of the laws relating to the sale of tobacco in every State in the Union that has been made since 1906. TOBACCO desires to acknowledge the assistance it has received from the Secretarys of State in the different Commonwealths in this important work.**

ALABAMA.—The license fee for the sale of cigarettes is $93 annually, but as TOBACCO goes to press a bill is under consideration by the Alabama Legislature doubling that fee to $186 annually. A bill seeking to prohibit the manufacture or sale of cigarettes in the State has just been defeated.

ARIZONA.—An act approved March 16, 1905, provides that "It shall be unlawful for any person in the Territory of Arizona to sell, give or furnish, or cause to be sold, given or furnished, any cigars, cigarettes, cigarette paper, smoking or chewing tobacco of any kind or character to any minor under the age of 16 years."

Acting Secretary of State R. E McGillen, informs TOBACCO under date of August 21, 1915, that there has been no amendment to the above law other than to raise the age at which it applies from 16 to 18 years.

ARKANSAS.—By a law approved March 22, 1899, sections 1817 and 1818 of Sandel and Hill's Digest were amended so as to read as follows:

"It shall be a misdemeanor for any person except parent or guardian, either for himself or another, to sell or give away cigarettes in any form, or tobacco or paper for the purpose of making cigarettes, to any minor under the age of 21 years, or to sell or give away cigars, chewing tobacco, or tobacco in any form to a minor under the age of 15 years. (Sec. 1817.)

"Any person convicted of the above named misdemeanor for selling or giving away cigarettes, or tobacco or paper for the purpose of making such cigarettes, shall be fined for each offense in any sum not less than one hundred ($100) nor more than three hundred dollars ($300), and every person convicted of selling or giving away chewing tobacco, cigars, or tobacco in any form to any minor under the age of 15 years shall be fined in any sum not less than ten ($10), nor more than fifty dollars ($50). (Sec. 1818.)"

Secretary of State Earle W. Hodge informs TOBACCO under date of August 19, 1915, that there has been no amendment to the above law.

CALIFORNIA.—Section 308 of the Penal Code, as amended by act approved, Mach 24, 1911, reads: "Every person, firm or corporation which sells or gives or in any way furnishes to another person who is in fact under the age of 18 years any tobacco, cigarette or cigarette papers or any other preparation of tobacco is guilty of a misdemeanor and upon conviction thereof shall be punished for the first offense by a fine of not less than twenty-five dollars nor more than one hundred dollars, or by imprisonment for not more than sixty days; and for the second offense by a fine of not less than fifty dollars nor more than two hundred dollars, or by imprisonment for not more than ninety days; and for each subsequent offense by a fine not less than one hundred dollars and not more than three hundred dollars, or by imprisonment for not less than ninety days nor more than six months, or by both such fine and imprisonment.

"Every person, firm or corporation which sells, or deals in tobacco or any preparation thereof shall, within ninety days after this act becomes effective, post conspicuously and keep so posted in his or their place of business a copy of this act, and any such person failing to do so shall upon conviction be punished by a fine of five dollars for the first offense, and twenty-five dollars for each succeeding violation of this provision, or by imprisonment for not more than thirty days."

COLORADO.—A law passed in 1891 provides that: "It shall be unlawful for any person or persons to give or sell cigarettes to any person or persons under the age of 16 years. Any person who shall sell, give or furnish any tobacco or article made in whole or in part of tobacco, to any child under 16 years of age, without the written order of the father or guardian of such child, shall be fined in a sum not less than $5 nor more than $100, or imprisoned in the county jail not more than three months.

CONNECTICUT.—An act approved June 13, 1911, reads: "Every person who shall sell, give, or deliver to any minor under 16 years of age, tobacco, in any form, shall be fined not more than twenty-five dollars for the first offense, and not less than twenty-five dollars nor more than one hundred dollars for each subsequent offense."—Chapter 90, section 1.

An earlier statute provides: "Every person under 16 years of age, who shall smoke, or in any way use, in any public street, place, or resort, tobacco in any form whatsoever, shall be fined not more than seven dollars for each offense."—(Section 1362.)

DELAWARE.—Secretary of State George H. Hall informs TOBACCO that the following is the law as it appears in the Revised Statutes, which went into effect January 1, 1915:

"No person or persons shall, within this State, sell or give to, or purchase or procure for, or furnish, or in any way assist any minor, under the age of 17 years, in obtaining cigarettes or papers specially prepared and intended to be used for the purpose of making cigarettes.

"Any person or persons violating the provisions of this section shall for every such offense be deemed guilty of a misdemeanor, and upon conviction thereof by indictment, shall be fined not more than one hundred dollars, or imprisoned for a term of not more than three months, or both, at the discretion of the court."—(3511, section 76.)

IDAHO.—Secretary of State George R. Barker informs TOBACCO that under an act approved March 12, 1913, the law provides that: "Every minor person and every minor pupil in any school, college or university, who shall smoke or use cigarettes, cigars or tobacco in any form, or in any public road, alley, street, park or other lands used for public purposes, or in any public place of business, shall be guilty of a misdemeanor, and upon conviction thereof, shall be punished for each offense by a fine of not more than $10, and every person who shall furnish any cigarettes, cigars or tobacco in any form, to such minor persons, or who shall permit such minor persons to frequent any premises owned, held or managed by him, for the purpose of indulging in the use of cigarettes, cigars or tobacco in any form, shall be guilty of a misdemeanor and upon conviction thereof shall be punished by a fine of not less than $25 nor more than $100 for each offense."

DISTRICT OF COLUMBIA.—The Senate and House of Representatives enacted the following law, February 7, 1891, and it has not been repealed or amended: "That hereafter no person in the District of Columbia shall sell, give, or furnish any cigar, cigarette, or tobacco in any of its forms to any minor under 16 years of age, and for each and every violation of this section the offender shall, on conviction, be fined not less than $2 nor more than $10, or be imprisoned for not less than 5 days nor more than 20 days."

FLORIDA.—Section 3707 of the Penal law prohibits the sale of leaf tobacco unless the same be baled or boxed in the usual manner, or unless upon some exhibition of evidence in writing that the producer has parted with his interest therein. Penalty, fine not exceeding $1,000 or imprisonment not exceeding six months.

Section 596 EEEE requires cigar and tobacco dealers to take out a license costing $5 a year.

GEORGIA.—The Code of Georgia (Sec. 497, Acts of 1889) provides as follows: "If any person by himself, agent, or in any other way shall furnish a minor with cigarettes, cigarette tobacco, cigarette paper, or any substitute therefor, he shall be guilty of a misdemeanor."

The punishment for a misdemeanor is six months in the chain-gang, 12 months in jail,

(*Continued on page* 60.)

# A Factory Famous the World Around




Cigars made in the Cuban style, with a full range of favorite shapes and sizes, running from PRESIDENTES, packed in individual glass tubes at $160, and Ministros, the latter size selling at $140 per thousand, down to Londres. All prices are quoted in United States currency, and include the cost of packing, shipping and freight to the leading cities in the United States, together with marine insurance, and the United States Internal Revenue Stamps.

DISTRIBUTORS AND DEALERS LOOKING FOR AN ATTRACTIVE LINE OF MANILAS SHOULD STOCK THIS OLD-ESTABLISHED BRAND

*AGENTS FOR THE UNITED STATES*

## H. W. PEABODY & COMPANY

NEW YORK AND SAN FRANCISCO

*NEW YORK OFFICES*
**17 State Street**

*SAN FRANCISCO OFFICES*
**255 California Street**

# TWO WELL-KNOWN MANUFACTURERS



MORRIS KRINSKY.



ADOLPH HIRTENSTEIN.

## LAWS REGULATING TOBACCO

(*Continued from page* 58.)

or not more than $1,000 fine, at the discretion of the judge.

ILLINOIS.—No person or persons shall sell, buy for, or furnish any cigar or cigarette, or tobacco in any of its forms to any minor under 16 years of age, unless upon the written order of parent or guardian. Whoever violates the provisions of this law shall, on conviction thereof, forfeit and pay for each offense the sum of $20.

INDIANA.—Sections 2841a, 2841b and 2841c make it unlawful for a minor to buy, sell or use cigarettes or by any means, directly or indirectly to obtain, receive, keep, own or have in his possession "any cigarette, cigarette paper, cigarette wrapper, or any paper or wrapper containing morphine, nicotine, oil of hemp or any deleterious or poisonous ingredient or substance; or to misrepresent his age and state that he is over the age of 21 years in order to purchase, procure, use or sell or otherwise dispose of any cigarette or other article similarly inhibited. Penalty, fine not exceeding $100 and imprisonment not exceeding three months.

In force April 30, 1913. Declared to be supplemental to, and not as superseding "An act defining delinquency in children and providing for the punishment of any person responsible for, or in any way contributing to the delinquency or other offenses of any child."

IOWA.—The laws of Iowa provide as follows:

Sec. 5005. Sale of tobacco to minors. No person shall, directly or indirectly, by himself or agent, sell, barter or give to any minor under 16 years of age any cigar or tobacco in any form whatever, except upon the written order of his parent or guardian. Any violation of this section shall be punished by a fine of not less than $5 nor more than $100, and the offender shall stand committed until fine and costs of prosecution are paid.

Sec. 5006. Sale of cigarettes. No one, by himself, clerk, servant, employe or agent, shall, for himself or any person else, directly or indirectly, or upon any pretense, or by any device, manufacture, sell, exchange, barter, dispense, give in the consideration of the purchase of any property, of any services, or in evasion thereof, or keep for sale, any cigarettes or cigarette paper or cigarette wrappers, or any paper made or prepared for the purpose of making cigarettes, or for the purpose of being filled with tobacco for smoking; or own or keep, or be in any way concerned, engaged, or employed in owning or keeping, any such cigarettes or cigarette paper or wrappers, with intent to violate any provision of this section; or authorize or permit the same to be done. Whoever is found guilty of violating any of the provisions of this section, for the first offense shall pay a fine of not less than $25 nor more than $50 and costs of prosecution, and stand committed to the county jail until such fine and costs are paid; for the second and each subsequent offense, he shall pay, upon conviction thereof, a fine of not less than $100 nor more than $500 and the costs of prosecution, or be imprisoned in the county jail not to exceed six months: provided that the provisions hereof shall not apply to the sales of jobbers doing an interstate business with customers outside the State.

KANSAS.—It is unlawful in Kansas to sell, give, or furnish cigarettes, cigars, or tobacco, or any other narcotic, to any minor under 16 years of age. The penalty is not less than $5 nor more than $25. It is forbidden to give any tobacco to any inmate of the State Industrial Reformatory without the consent of the Superintendent.

Secretary of State J. T. Botkin informs TOBACCO that the above laws were supplemented by the following act, passed by the legislature in 1909:

"Section 1. It shall be unlawful for any person, company or corporation to sell or give away any cigarettes or cigarette papers or to have any cigarette papers in or about any store or other place for free distribution or sale.

"Section 2. Every minor person who shall smoke or use cigarettes, cigars or tobacco in any form on any public road, street, alley, park or other lands used for public purposes, or in any public place of business, shall be guilty of a misdemeanor, and upon conviction shall be punished for each offense by a fine of not more than $10, and every person who shall furnish cigarettes, cigars or tobacco in any form to such minor person, or who shall permit such minor person to frequent any premises, owned, held or managed by him, for the purpose of indulging in the use of cigarettes, cigars or tobacco in any form, shall be guilty of a misdemeanor, and upon conviction shall be punished by a fine of not less than $25 nor more than $100.

"Section 3. Every person, company or corporation violating any of the provisions of section 1 of this act shall be deemed guilty of a misdemeanor, and on conviction shall be

(*Continued on page* 62.)

# QUALITY COUNTS

## QUALITY IS OUR MOTTO
**In order to get Manila Business**

***Our Experience Has Proven This***

We have stuck to the quality proposition from the start, and once we open an account, the distributor becomes our most ardent friend, and steadily increases the size of his order, because our brands build up the business of those who handle them.

**WE ALWAYS PROTECT THE JOBBER**

Magallanes
El Tamarindo
La Union
Puntacima
La Flor de Intal




La Honradez
Flor de Minanga
Flor de Asinga
Flor de Caritan
Flor de Lavinab

We Succeed Because Our Cigars Duplicate and Make the Dealers Successful

Our Shipments Are Steadily Growing Larger, and Our Customers Are Prosperous

**LA FLOR DE INTAL CIGAR MFG. CO.**
**KUENZLE & STREIFF, Inc.**

***Makers of Cigars Which Compare Favorably With the World's Best***

**SIDNEY J. FREEMAN, 123 Liberty St., New York**
**United States Representative**

## LAWS REGULATING TOBACCO

(*Continued from page 60.*)

fined not less than $25 nor more than $100."

KENTUCKY.—The Secretary of State writes under date of August 19, 1915: "Under our statutes it is a misdemeanor to sell cigarettes or cigarette material to a minor under a penalty of a fine of from $5 to $50, or imprisonment in the county jail for not more than thirty days, or both fine and imprisonment. A State tax of $25 is levied on wholesale dealers in cigarettes and cigarette material, and $10 on retail dealers."

LOUISIANA.—Act 98, Section 3, declares "that any person who shall give, purchase for sale, barter or exchange tobacco and cigarettes or cigarette papers to minors, in the State of Louisiana, shall be guilty of a misdemeanor and on conviction thereof shall be fined not exceeding $100 nor less than $25 or imprisonment not exceeding 60 days or both at the discretion of the court. Provided that the provisions of this act shall not apply to the sale of tobacco, cigarettes and cigarette papers to minors engaged in business as merchants for the purpose of resale of same."

MAINE.—Secretary of State John E. Bunker advises TOBACCO under date of August 18, 1915, that the following is the law in that State:

"Section 25. Whoever by himself, clerk, servant or agent, directly or indirectly, sells, offers for sale, has in his possession with intent to sell, or gives away to, or in any way obtains for any person under the age of 21 years, any cigarette, cigarette paper, so called, or tobacco such as is used for making any cigarette, shall be punished by a fine not exceeding $50 or by imprisonment not exceeding 60 days. Trial justices and municipal and police courts shall have jurisdiction of offenses arising under this section."

MARYLAND.—Section 25 of Article 27 of the Code of Public General Laws provides: "It shall not be lawful for any dealer to sell, barter or give any cigars, cigarettes, or chewing tobacco to any minor under the age of 15 years unless previously authorized in writing by the parent or guardian of such minor, or unless such minor is acting solely as agent of his employer. Nor is it lawful for any person to purchase for any minor any of the foregoing articles."

MASSACHUSETTS.—In this State whoever sells a cigarette to a person under 18 years of age, or whoever sells snuff or tobacco in any of its forms to a person under 16 years of age, or, not being his parent or guardian, gives a cigarette to a person under 18 years of age, or gives snuff or tobacco in any of its forms to a person under 16 years of age, shall be punished by a fine of not more than $50. (Revised Laws, Chap. 213, Sec. 3.)

MICHIGAN.—An act passed in 1889 provides: "That it shall not be lawful for any person by himself, his clerk or agent, to sell, give or furnish any cigar, cigarette, cheroot, chewing or smoking tobacco, or tobacco in any form whatsoever, to any minor under 17 years of age, unless upon the written order of the parent or guardian of said minor."

A further act passed in January, 1915, reads:

"(96) Section 1. Any person within the State who manufactures, sells or gives to any one, any cigarette containing any ingredient deleterious to health, foreign to tobacco, shall be punished by a fine of not more than $50, or imprisonment in a county jail for not more than 30 days.

"(97) Section 2. Any person within this State who sells, gives to, or in any way furnishes any cigarettes in any form to any person under 21 years of age shall be punished by a fine not to exceed $50, or imprisonment in the county jail not to exceed 30 days for each offense.

"(98) Section 3. Any person under 21 years of age who shall smoke or use cigarettes, in any form on any public highway, street, alley, park or other lands used for public purposes, in any public place of business or amusement, may be arrested by an officer of the law, who may be cognizant of such offense; and further, it shall be the duty of all such officers, upon complaint of any person exchange, barter, dispose of or give away to any minor any cigarettes, cigarette paper or cigarette wrappers or any paper made or prepared for the purpose of being filled with tobacco for smoking or any tobacco prepared for smoking in the form of cigarettes.

"Section 2. Any person violating the provisions of section 1 of this act shall be guilty of a misdemeanor and upon first conviction for such violation shall be punished by a fine of not less than $50 nor more than $100, or imprisonment in the county jail for not less than 15 days, nor more than 60 days, or both such fine and imprisonment and costs; and upon second conviction for violation of any of said provisions shall be punished by imprisonment in the county jail for not less than 30 days, nor more than 90 days, and his license shall then be terminated as hereinafter provided.

"Section 3. The smoking of cigarettes within this State by any minor is hereby prohibited.



THE FAMOUS ALHAMBRA CIGAR FACTORY IN MANILA.

and upon warrant properly issued to arrest such offenders and take them to the proper court. In case the offender is found guilty, the court may impose a punishment at its discretion, in the sum of not to exceed $10, or imprisonment in the county jail not to exceed 5 days for each offense.

"(99) Section 4. Any person who knowingly harbors any person under 21 years of age, or grants to them the privilege of gathering upon or frequenting any property or lands held by him, for the purpose of indulging in the use of cigarettes, in any form, shall be held in the same penalty as provided for in section 2 of this act: Provided, That no part of this act shall be construed as to interfere with the rights of parents or lawful guardians in the rearing and management of their minor heirs or wards within the bounds of their own private premises."

MINNESOTA.—The Secretary of State, under date of August 19, 1915, furnishes the following copy of the law as it stands under the act approved April 28, 1913:

"Section 1. That it shall be unlawful for any person and any clerk, servant, employee or agent of any person, directly or indirectly, upon any pretense or by any device to sell,

"Section 4. Any person violating the provisions of section 3 of this act shall be guilty of a misdemeanor, and upon conviction for such violation shall be punished by a fine of not more than $10, in the discretion of the court, and upon second conviction for violation of the provisions of said section 3, shall be punished by imprisonment in the county jail for not more than five days, in the discretion of the court.

"Section 5. That it shall be unlawful for any person and any clerk, servant, employee or agent of any person directly or indirectly, upon any pretence, or by any device, to manufacture, sell, exchange, barter, dispose of or give away, or keep for sale any cigarettes, cigarette paper or cigarette wrappers, or any paper made or prepared for the purpose of being filled with tobacco without first obtaining a license therefor, as hereinafter provided.

"Section 6. Licenses for the manufacture, sale, exchange, barter, disposition of or giving away or keeping for sale of cigarettes, cigarette paper, or cigarette wrappers made or prepared for the purpose of being filled with tobacco for smoking, may be granted by the

(*Continued on page 64.*)

# VISITING THE ALHAMBRA FACTORY

## A MANILA EDITOR'S EXPERIENCE AT THE MODEL CIGAR FACTORY OF THE PHILIPPINES

¶So vast is the volume of Alhambra products that it occurred to me that a visit to the Factory would be an interesting sight—I made the visit.

¶I was not disappointed. Indeed I was charmed—surprised! Now I can truly appreciate the wealth of meaning in that factory phrase of the Alhambra—"Here Quality and Cleanliness Reign Supreme."

¶The "Quality" portion of this motto is more than sufficiently illustrated by the millions and millions of cigars which the Factory turns out in daily increasing quantities.

¶So keen is the Quality of Alhambra Cigars growing in popular appreciation that the Factory has grown by leaps and bounds in the past four years, and today it is considered the Model Factory of the Philippines.

¶The "Cleanliness" part of the catchy factory phrase is, however, the most striking feature the visitor observes.

¶In the first place, all tobacco leaf used in the Alhambra Factory, with the exception of Sumatra leaf used for wrappers on special sizes, comes from the Cagayan Valley, the most famous Manila Tobacco Region in the Islands. Every bale comes to the factory doors by water, sanitarily sealed and is carefully stacked in the spacious storeroom.

¶One careful caretaker holds the keys and never sprawling children nor tuberculosis spitter sees the inside of one of these tobacco treasuries.

¶The yards of the Alhambra Factory are clean as cameos. No dogs, no cats of any genus whatsoever are allowed. Not even eating or smoking by employes is tolerated in either the yards or buildings. Every employe must leave the premises if wishing to eat, or to smoke or to loiter.

¶Separate buildings far from the factory are set aside as toilets and washrooms. No factory in America is more perfect than the Alhambra in this one respect.

¶Its buildings are as high and dry and airy as those far-famed factory buildings thruout the New England States in which watches and clocks are made in such sanitary surroundings that they are considered as models by the entire world.

¶Up to the time I visited the Alhambra Cigar Factory I had always considered our beautiful new Manila Hotel as the cleanest, most airy, most modernly equipped building in the Orient, but no one can visit the Alhambra Cigar Factory and fail to be struck with its favorable comparison with even that far-famed million dollar establishment.

¶The Alhambra Factory is operated under the management of Messrs. Kuenzle & Streiff, Limited, of Zurich, Switzerland, one of the oldest firms in the Philippines.

---

We are sole representatives in the United States for:

# ALHAMBRA, "THE" MANILA CIGARS

"Made in Cuban Shapes for American Smokers"

Awarded Medal of Honor, the Highest Award for Manila Cigars, Panama-Pacific Exposition, 1915

## M. A. GUNST & CO. INCORPORATED

San Francisco
Seattle
New York
Portland, Ore.
Tampa
Spokane
Los Angeles
Honolulu

## LAWS REGULATING TOBACCO

(*Continued from page 62.*)

council of any municipality wherein such right is sought to be exercised, or if outside of a municipality, by the county board. Every such license shall continue for a period of two years from its date unless sooner revoked for a violation of this or subsequent laws, and shall name the licensee and the place wherein he is authorized to conduct such business. And the fee for such license shall be $25.

"Section 7. Every person desiring a license under this act shall file with the clerk or recording officer of the municipality, or if such license is desired outside of a municipality, with the county auditor, a written application therefor, stating the person, for whom, and place for which it is desired and shall deposit therewith the amount of the license fee.

"Section 8. In case of a change of ownership in any licensed location the authority granting the license may authorize it transferred to the new owner.

"Section 9. Any person violating any of the provisions of this act except as herein provided for violation of sections 1 and 3, hereof, shall be guilty of a misdemeanor, and shall be punished by a fine of not more than $100, or imprisonment in the county jail for not to exceed sixty (60) days, or both such fine and imprisonment for each and every violation thereof.

"Section 10. The State Dairy and Food Commissioner, his assistants and employees, shall enforce the provisions of this act, and in so doing shall have all the powers and authority with relation thereto that are conferred upon them and each of them by chapter 21, Revised Laws 1905; and the provisions of sections 1736, 1776, 1777, 1778 and 1779, Revised Laws 1905, shall be deemed a part thereof in the enforcement of this act and accomplishment of its purpose.

"Section 11. All moneys collected as fines and fees under the provisions of this act shall be divided, one-half to the common school fund of the district wherein the conviction is had, and one-half of the person through whose information the conviction is had.

"Section 12. A second conviction under this act shall immediately terminate the license of the person so convicted, and such person shall not be entitled to another license hereunder for a period of five years thereafter.

Missouri.—The Secretary of State, under date of August 19, furnishes the following copies of the present laws:

"Section 4734. Sale and gift of cigarettes and cigarette paper forbidden—penalty.—Any person who shall, by himself, his servant or agent, or as the servant or agent of any other person, directly or indirectly, or upon any pretense, or by any device, sell, give away or otherwise dispose of, unto any person under the age of 18 years, any cigarette, cigarette paper or cigarette wrappers, or any substitute therefor, or any paper made or prepared for the purpose of making cigarettes or any substitute therefor, or for the purpose of being filled with tobacco for smoking, shall be adjudged guilty of a misdemeanor, and, upon conviction thereof, be punished by a fine of not less than $10 nor more than $100 for the first offense, and by a fine of not less than $50 nor more than $500 for the second offense; and provided further, that one-half of the fine recovered shall go to the complaining witness. (Laws of 1903, p. 164, amended, Laws 1909, p. 447.)

"Section 4735. Use of cigarettes by minors in public places forbidden—penalty.—Every person, over the age of 10 years and under the age of 18 years, who shall smoke or use cigarettes on any public road, street, alley, park, or other lands used for public purposes, or in any public place of business or amusement, or upon any railroad train or street car, shall, upon conviction, be adjudged guilty of a misdemeanor and punished by a fine of not more than $10. (Laws 1909, p. 447.)

"Section 4736. Special charge to grand jury.—The judge of the court having criminal jurisdiction for the county shall give the two preceding sections in special charge to the grand jury at each term of the court. (Laws 1909, p. 447.)

"Section 9535. May, by ordinance, prohibit sale of cigarettes or cigarette wrappers.—Any city, town or village in this state existing by virtue of the present general law, or by any local or special law, may, by ordinance or act, prohibit the sale, within its corporate limits, of cigarettes or cigarette wrappers to minors—any charter provision to the contrary notwithstanding; and such city, town or village may provide punishment or fines for any person, persons or corporation violating any ordinance authorized by this section. (R. S. 1899, section 6166.)"

Mississippi.—Code of Mississippi, 1892, Section 1005: "If any person sell, barter, deliver or give any cigar or cigars, cigarette or cigarettes, smoking tobacco or snuff to any child under the age of 18 years, unless previously authorized in writing by the parent or guardian of such child, he shall be guilty of a misdemeanor, and on conviction, shall be fined not less than $20 nor more than $100, or imprisoned in the county jail not less than one week nor more than three months or both."

It shall be noted that the statute explicitly mentions all forms of tobacco excepting chewing tobacco.

Montana.—The Secretary of State writes, under date of August 20, 1915: "It is a misdemeanor to sell tobacco, cigarettes, or cigarette papers to persons under 18 years of age in Montana, and in addition State law now exacts a monthly license fee of $10 from merchants who sell cigarettes."

Nebraska.—An act approved April 4, 1905, makes it unlawful to manufacture, sell or give away any cigarettes, or the material for their composition known as cigarette paper, within the State. Any person, firm, association, or corporation violating the provisions of the act shall, on conviction thereof, be fined for each offense not less than $50 nor more than $100. The same penalty applies to any officer, director or manager having in charge or control either separately or jointly with others the business of any corporation that violates the act.




PRIZE WINNING EXHIBIT OF HENRY CLAY & BOCK AT SAN FRANCISCO.

Nevada.—Compiled laws of 1902, Section 1249 and 1250: "It shall be unlawful for any person or persons, firm, association, corporation, or managing agent of any person, firm, association or corporation, to sell, give away or offer to sell cigarettes or cigarette papers to any person or persons under the age of 21 years.

"Any person, firm, association or corporation, or the managing agent of any firm, association or corporation violating the provisions of this act, shall be guilty of a misdemeanor, and upon conviction thereof, shall be fined for each and every offense in any sum not less than $100 nor more than $500."

New Hampshire.—If any person shall sell cigarettes or tobacco in any other form to a

(*Continued on page 66.*)

# The Only Grand Prix

awarded by the

# Panama-Pacific Exposition

to Cuban cigars, for excellence of quality and workmanship, was won by the

# LA CORONA BRAND

This award, based on the verdict of a jury of experts, is indisputable proof of the superlative quality of this famous *Brand of Imported Havana Cigars.* Its excellence of quality is further attested by that most discriminating of all juries—*Public Opinion*—this latter verdict resulting in the sales of the Brand in the American market having quadrupled in the past four years.

***For details as to sizes and prices apply to your jobber, or to***

## HENRY CLAY AND BOCK & CO., Ltd.

111 FIFTH AVENUE, NEW YORK, N. Y.

# TWO FAMOUS MANUFACTURERS IN HAVANA



RAMON CIFUENTES.



JOSE FERNANDEZ.

## LAWS REGULATING TOBACCO

(*Continued from page* 64.)

minor in New Hampshire, he shall be fined not more than $50 for each offense. If any person other than the minor's parent or guardian shall give or deliver any cigarette, snuff, or tobacco in any of its forms to any minor under 18 years of age, he shall be fined not more than $50 for each offense.

NEW JERSEY.—Secretary of State Thomas T. Martin informs TOBACCO, under date of August 18, 1915, that the law of New Jersey, under act approved March 21, 1912, is as follows:

"Hereafter no person shall furnish cigarettes or cigarette paper or tobacco in any form, by sale, gift, acting as agent, directly or indirectly, or otherwise, to any minor under the age of 18 years, and any person so offending may be tried before a police magistrate or official having criminal jurisdiction in any city, borough, town, township, village or other municipality where such offense was committed and on conviction thereof shall be punished by a fine not exceeding ten dollars ($10) for the first offense and not exceeding twenty-five dollars ($25) for each succeeding offiense."

NEW MEXICO.—A law was enacted in 1901, which is still in force and provides as follows:

"Section 1. It shall be unlawful for any person to sell or give to any minor under the age of 18 years, or to any pupil of any school or educational institution within this Territory, any intoxicating liquor, or any cigars, cigarettes or tobacco in any form, except upon the written consent of the parent or guardian of such minor or pupil.

"Section 2. It shall be unlawful for any merchant, apothecary, saloonkeeper, or the proprietor or manager of any other establishment in which intoxicating liquors or tobacco in any form are kept or offered for sale, to permit any minor under the age of 18 years, or pupil in any school or educational institution, to engage in any play or game of chance with cards, dice, wheels, or by the manipulation of any machine or device by means of which money or any commodity or property may be hazarded, won or lost, acquired or transferred."

NEW YORK.—John T. Fitzpatrick, librarian of the New York State Law Library, under date of August 20, 1915, furnishes TOBACCO with the following summary of the penal laws relating to tobacco:

"A person who sells, pays for or furnishes any cigar, cigarette or tobacco in any of its forms to any child actually or apparently under the age of sixteen years, is guilty of a misdemeanor.

"It shall be no defense to a prosecution for a violation of subdivisions of this section, that in the transaction upon which the prosecution is based the child acted as the agent or representative of another, or that the defendant dealt with such child as the agent or representative of another.

"No child actually or apparently under 16 years of age shall smoke or in any way use any cigar, cigarette or tobacco in any form whatsoever in any public street, place or resort. A violation of this subdivision shall be a misdemeanor, and shall be punished by a fine not exceeding $10 and not less than $2 for each offense.

"A person or officer who sells or gives any cigar, cigarette, snuff or tobacco in any of its forms to any minor undergoing confinement or sentence in any reformatory, penitentiary or house of refuge in this State is guilty of a misdemeanor."

NORTH CAROLINA.—The Revised Statutes of 1905 (sections 3804 and 3805) make it a misdemeanor to give away or sell cigarettes to minors, or to aid minors in securing the same, and upon conviction the party violating the law shall be punished by fine or imprisonment in the discretion of the court.

Chapter 97 of the Public Laws of North Carolina, as amended in 1911 and 1915, has the following provisions as to statistics of sales of leaf tobacco:

"Section 1. That on and after the first day of August, 1907, the proprietor of each and every leaf tobacco warehouse doing business in this State shall keep a correct account of the number of pounds of leaf tobacco sold upon the floor of his warehouse daily.

"Section 2. That on or before the 5th day of each succeeding month the said warehouse proprietor shall make a statement, under oath, of all the tobacco sold upon the floor of his warehouse during the past month and shall transmit the said statement, at once, to the Commissioner of Agriculture at Raleigh, North Carolina. The reports so made to the Commissioner of Agriculture shall be so arranged and classified as to show the number of pounds of tobacco sold for the producers of

(*Continued on page* 68.)

# PARTAGAS




**The Leading Factory in Havana**
**The Standard Cigar of the World**

## Cifuentes, Fernandez & Co.

172 Industria Street HAVANA

ROBERT E. LANE, 115 BROADWAY, NEW YORK

GENERAL REPRESENTATIVE FOR U. S. AND CANADA

## LAWS REGULATING TOBACCO

(*Continued from page 66.*)

tobacco from first hand; the number of pounds sold for dealers; and the number of pounds resold by the proprietor of the warehouse for his own account or for the account of some other warehouse.

"Section 3. The Commissioner of Agriculture shall cause said statement to be accurately copied into a book to be kept for this purpose, and shall keep separate and apart the statements returned to him from each leaf tobacco market in the State, so as to show the number of pounds of tobacco sold by each market for the sale of leaf tobacco; the number of pounds resold upon each market. And the said Commissioner of Agriculture shall keep said books open to the inspection of the public, and shall, on or before the 10th day of each month, after the receipt of the reports above required to be made to him on or before the 5th day of each month, cause the said reports to be published in the Bulletin issued by the Agricultural Department, and in one or more journals published in the interest of the growth, sale and manufacture of tobacco in the State, or having a large circulation therein.

"Section 4. That any warehouse failing to make the report as required by section two shall be subject to a penalty of twenty-five dollars and the costs in the case, to be recovered by any person suing for same in any court of a justice of the peace; and the magistrate in whose court the matter is adjudicated shall include in the cost of each case where the penalty is allowed, one dollar, to be paid to the Department of Agriculture for expense of advertising.

"Section 5. The Commissioner shall on the twelfth day of each month publish in some newspaper the names of the tobacco warehouses that have failed to comply with this act.

"Section 6. The certificate of the Commissioner under seal of the Department shall be admissible as evidence the same as if it were his deposition taken in form as provided by law.

"Section 7. This act shall be in force from and after its ratification."

North Dakota.—Secretary of State Thomas Hall furnishes Tobacco with the following summary of the laws in regard to the sale of tobacco products in North Dakota, as embodied in the Compiled Laws of 1913:



EXTERIOR OF THE RAMON ALLONES FACTORY IN HAVANA.

"The sale, manufacture, having possession of, or giving away of snuff is prohibited under a penalty of a fine of not less than $500 nor more than $1,000 for the first offense, and six months in jail for each subsequent offense."—Chapter 217, Laws of 1913.

"The sale, manufacture, possession of, or giving away of cigarettes, cigarette papers or wrappers is prohibited under penalty of a fine of from $10 to $50, or of imprisonment for not more than 30 days, or both fine and imprisonment."—Chapter 69, Laws of 1913.

"The sale, gift or use of adulterated tobacco in cigarettes or cigars is prohibited under penalty of a fine of $50, or imprisonment for 30 days."

"The sale of cigarettes, cigars or tobacco is forbidden to any person under 18 years of age, except upon written order of parent or guardian, or to any minor attending any school, college or university, under penalty of a fine of not more than $50, or imprisonment for 30 days."

"The use of tobacco, cigars or cigarettes publicly by minors under 18 years of age is forbidden, under penalty of a fine of $10 or imprisonment for five days. Arrests for this offense may be made by an officer without a warrant, and sentence may be suspended by the court if the minor reveals the name of the person selling or supplying cigars, cigarettes or tobacco to himself or other minors."

"It is unlawful for minors to congregate to use tobacco and the penalty for persons harboring, or granting the privilege of frequenting places for the use of tobacco to minors is a fine of $50 or imprisonment for not more than 30 days."

Ohio.—The Secretary of State furnishes the following sections of the Ohio law in regard to sale of tobacco products:

"That upon the wholesale business of trafficking in cigarettes or cigarette-wrappers, or any substitute for either, there shall be assessed annually, and shall be paid into the county treasury as hereinafter provided, by each person, firm, company, corporation or copartnership engaged therein, for each place where such business is carried on by or for such person, firm, company, corporation, or copartnership, the sum of $60.

(*Continued on page 70.*)



HUMIDORS AND STOCK ROOM IN THE RAMON ALLONES FACTORY.

# An Imported Cigar That Brings Prestige and Profit to the Dealer

THE FAMOUS BRAND THAT LEADS ALL OTHERS IN LONDON,

RAMON ALLONES
FLOR EXTRA FINA
HABANA

HAS WON A PLACE IN THE FRONT RANK IN THE UNITED STATES

## A Few Favorite Sizes and Packings of This Splendid Smoke



DELICIOSOS In boxes of 25



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# ALLONES, LTD.

FACTORY

## Zanja 62, Habana



ANTONIOS No. 2 In boxes of 25



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77 Broad Street

NEW YORK

Sole Agent for the United States and Canada



ANTONIOS No. 1 In boxes of 25

## LAWS REGULATING TOBACCO

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"That upon the retail business of trafficking in cigarettes or cigarette-wrappers, or any substitute for either, there shall be assessed annually, and shall be paid into the county treasury as hereinafter provided, by each person, firm, company, corporation or copartnership engaged therein, for each place where such business is carried on by or for such person, firm, company, corporation or copartnership, the sum of $15.

"Section 6. That any person, firm, company, corporation or copartnership who shall sell, exchange or give away, or offer to sell, exchange or give away any cigarettes, or any substitute therefor, containing any substance foreign to tobacco and deleterious to health, shall be deemed guilty of a misdemeanor, and the person, whether as principal or agent, making any such sale, exchange or giving away, or offering to sell, exchange or give away any such cigarettes, or any substitute therefor, containing any substance foreign to tobacco and deleterious to health, upon conviction thereof shall be fined in any sum not less than $10 nor more than $50 and shall stand committed to jail until such fine and costs are paid.

"Section 7. That no person shall sell, exchange or dispose of any cigarettes, or attempt to do so, upon any representation, advertisement, notice or inducement that any, photograph, lithograph or picture, or anything other than what is specifically stated to be the subject of the sale or exchange is, or is to be delivered or received, or in any way connected with, or a part of the transaction, as a gift, prize, premium or reward. Nor shall any person sell, exchange or dispose of any package, box or bundle of cigarettes containing any photograph, lithograph, picture, coupon or anything other than such cigarettes, in any such package, box or bundle, except it be the usual label or trade-mark of the manufacturer. Any person violating any of the provisions of this section shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be fined not less than $10 nor more than $50, and shall stand committed to jail until such fine and costs are paid.

"Any person, firm, company, corporation or copartnership selling or offering to sell cigarettes or cigarette-wrappers, or any substitute for either, without first complying with the provisions of this act, and continuing to keep such receipt signed by the county treasurer constantly displayed, shall be guilty of a misdemeanor, and upon conviction shall, for the first offense, be fined in any sum not less than $100 nor more than $300, and for each subsequent offense shall be fined not less than $300 nor more than $500, and stand committed to jail until such fine and costs are paid."

Oklahoma.—Secretary of State J. L. Lyon furnishes Tobacco with the following law under the act approved April 2, 1915: "Any person who shall furnish to any minor by gift, sale or otherwise, any cigarettes or cigarette papers, shall be guilty of a misdemeanor and upon conviction thereof shall be sentenced to pay a fine of not less than $10 nor more than $200 or be confined in the county jail not more than thirty days, or both said fine and imprisonment.

"Any minor being in possession of cigarettes or of cigarette papers and being by any police officer, constable, juvenile court officer, truant officer, or teacher in any school, asked where and from whom such cigarettes or cigarette papers were obtained, who shall refuse to furnish such information, shall be guilty of a misdemeanor and upon conviction thereof before the county court, or any justice of the peace, such minor being of the age of sixteen years or upwards shall be sentenced to pay a fine not exceeding $5 or to undergo an imprisonment in the jail of the proper county not exceeding five days, or both; if such minor shall be under the age of sixteen years, he or she shall be certified by such magistrate or justice to the juvenile court of the county for such action as said court shall deem proper."

Oregon.—It shall be unlawful to sell, barter, trade, give or in any manner furnish to any minor under the age of 18 years, any tobacco, cigars, or cigarettes in any form, or any compound in which tobacco forms a component part, without the written consent or order of such minor's parent or guardian; then in that case consent may be given by the county court, sitting for the transaction of county business, upon proper application in the county in which said minor may have his residence. Any person violating the provisions of this act shall, upon conviction, be fined in any sum not less than $5 no more than $50. (Section 1980.)

It shall be unlawful for any minor under the age of 18 years to smoke or in any way use any cigar, cigarette, or tobacco in any form whatsoever in any public highway, street, place, square or resort. Any minor violating the provisions of this act shall, upon conviction, be fined in any sum not less than $1 nor more than $10, or by imprisonment at the option of the court, two days for each offense. (Section 1981.)

Pennsylvania.—Secretary of State Cyrus E. Woods furnishes Tobacco with the following copy of laws on tobacco in Pennsylvania:

"No person or persons shall sell tobacco, in any form, or by purchase, gift or other means, furnish tobacco, in any form, to a person under the age of 16 years of age, under penalty of a fine not exceeding $100, or imprisonment in the county jail for a period not exceeding 30 days, or both."—Act approved July 10, 1901.

The above law has been supplemented by the following sections of an act approved May 9, 1913:

"Any person who shall furnish to any minor, by gift, sale, or otherwise, any cigarette or cigarette paper, shall be guilty or a misdemeanor, and upon conviction thereof shall be sentenced to pay a fine of not less than $100 nor more than $300.

"Any minor, being in possession of a cigarette or of cigarette paper, and being by any police officer, constable, juvenile court officer, truant officer, or teacher in any school, asked where and from whom such cigarette or cigarette paper was obtained, who shall refuse to furnish such information, shall be guilty of a misdemeanor; and upon conviction thereof, before any alderman, magistrate, or justice of the peace, such minor, being of the age of 16 or upwards, shall be sentenced to pay a fine not exceeding $5, or imprisonment in jail not exceeding five days, or both. If such minor shall be under the age of 16 years, he or she shall be certified by such alderman, magistrate, or justice to the juvenile court of the county, for such action as to said court shall seem proper."

Rhode Island.—The General Laws of Rhode Island, Chapter 347, provide as follows: "(Section 29) No person shall sell, give or deliver to any minor under 16 years of age any tobacco in the form of cigarettes. Any person violating the provisions of this section shall be fined not more than $20 for each offense.

"(Section 30.) No person under 16 years of age shall smoke or chew in any public street, place or resort, any tobacco in any form whatsoever. Any such person violating the provisions of this section shall be fined not more than $5 for each offense."

South Carolina.—The act of 1889 (Criminal Code, Vol. II., 1912, Section 340) makes it unlawful for any person or persons to sell, furnish, give or provide any minor or minors under the age of 18 years, with cigarettes, tobacco or cigarette papers or any substitute therefor, and any person violating said provision, in person, by agent, or in any other way, upon conviction, shall be punished by a fine not exceeding $100 nor less than $25, or imprisonment for a term of not more than one year nor less than two months, or both in the discretion of the court.

South Dakota.—Section 9799. Any person within the state who manufactures, sells or gives to anyone, or uses any cigarette containing any substance foreign to tobacco, shall be punished by a fine of not more than $50 or by imprisonment for not more than 30 days.

Section 9800. Any person who sells, gives, or furnishes any cigarette, cigars or tobacco in any form, to any person under 18 years of age, except upon written order of parent or guardian, or to any minor pupil in any school, college or university, shall be punished by a fine not to exceed $50 or by imprisonment in the county jail not to exceed 30 days for each offense.

Section 9801. Any person under 18 years of age or any minor pupil as described in Section 9800, who shall smoke or use cigarettes, cigars or tobacco in any form on any public highway, street, alley, park or other lands used for public purposes, or in any public place of business shall be arrested by any officer of the law who may be cognizant of such offense, and it shall be the duty of all such officers, upon complaint of any citizen, to arrest such offenders without warrant and take them before the proper court. The court shall impose a punishment at its discretion, in a sum not to exceed $10 or by imprisonment not to exceed five days

(*Continued on page 72.*)

# Gran Fabrica de Tabacos de Vuelta Abajo




## ROMEO Y JULIETA, S. A.

Proprietors

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## The Leader in All the World's Markets

U. S. REPRESENTATIVE

WM. T. TAYLOR, 93 Broad Street, New York

## LAWS REGULATING TOBACCO

(*Continued from page 70.*)

for each offense; provided if said minor person shall give information which may lead to the arrest of the person or persons selling or furnishing said minor persons tobacco, and shall give evidence as a witness against said party or parties, the court may suspend sentence against such minor person.

TENNESSEE.—Section 6793. "It shall be a misdemeanor for any person, firm or corporation, to sell, give or furnish any cigarettes, cigarette paper or any substitute for the same to any minor in this state, and shall, upon conviction, be fined not less than $10 nor more than $500."

Section 794. "The judges of the criminal courts and circuit courts of this state with criminal jurisdiction, shall give this matter in special charge to the grand juries of the county and the grand juries shall have inquisitorial powers over all offenses committed under this article."

Sections 3379 to 3407, inclusive, of the code of Tennessee, deal particularly with warehousing, inspecting, marking, packing and selling leaf tobacco. Section 3406 declares that "the tobacco commercial year" commences and ends on the first day of November of each year.

Sections 6740, 6741 and 6742, making it a felony to conceal iron, stone or other similar matter in bales or packages of tobacco, provide also that a subsequent purchaser may secure double damages and costs in a civil action against the proprietor of the establishment where the fraudulent tobacco was packed.
this article.

TEXAS.—Secretary of State J. G. McKay writes under date of August 24: "The 26th Legislature passed a law to the effect that any person who shall sell, give or barter, or cause to be sold, given or bartered to any person under the age of 16 years, or knowingly sell to any person for delivering to such minor without the written consent of the parent or guardian of such minor, any cigarette or tobacco in any of its forms, shall be fined not less than $10 nor more than $100. After careful investigation, I am unable to find that there has been any amendment to the laws of Texas in regard to tobacco or cigarettes."

UTAH.—Section 4469 provides that "Any person who shall sell, give or furnish any cigar, cigarette or tobacco in any form, or any opium or any other narcotic in any form, to any person under 18 years of age in this state shall be guilty of a misdemeanor and upon conviction thereof may be fined in any sum not less than $10 nor more than $100. The provisions of this section shall not apply to the use, sale, giving or furnishing of any narcotic on the prescription of a physician."

Section 4469x. "Any person under the age of 18 years who shall buy, accept or have in his possession any cigar, cigarette, or tobacco in any form or other narcotic in any form, shall be guilty of a misdemeanor."

VERMONT.—Secretary of State Guy W. Bailey furnishes TOBACCO with copies of the following laws in regard to tobacco in Vermont:

"No bill, poster, notice or advertisement of intoxicating liquors, cigarettes, cigars or tobacco shall be posted or displayed on any fence, building, structure, or other object within two hundred feet of any church, chapel or school building, except by the written permission of the selectmen of a town or city council of a city, which permission shall not be effective until filed with the town or city clerk. This act shall not be construed to apply to a building in which the business of selling such articles is legally conducted. A person who violates the provisions of this act shall be fined not more than $25 nor less than $5."—Act approved January 17, 1911.

"A person who sells, gives away or furnishes to a person under 21 years of age, cigarettes, cigarette papers or wrappers shall be imprisoned not more than two months or fined not more than $50, or both. A plainly printed copy of this and the preceding section shall, upon application, be furnished by the Secretary of State and be posted in a conspicuous place in each store, shop, office or place of business where cigarettes are sold or kept for sale. A person who fails to post such copy shall be fined not more than $25 nor less than $5."—Act approved February 3, 1913.

VIRGINIA.—Secretary of State B. C. James informs TOBACCO that the Virginia Legislature passed an act prohibiting the use of opium in the manufacture of cigarettes, but has no legislation in relation to the sale of tobacco products.

WASHINGTON.—The sale of cigarettes to minors under the age of 18 years is prohibited and Section 2699 provides: "In addition to the penalty for, the sale or giving away of cigarettes to a minor under the age of 18 years, the parent or guardian of such minor or any individual or association suing in behalf of or for the benefit of such minor, may prosecute, in a civil action, any person so violating this chapter, for the penalty of $250 and the costs of such action, one-half of which shall be paid to any person as his moiety share who furnished the information upon which the action is brought and penalty recovered."

Section 2700, making it unlawful "to procure for or to persuade, advise, counsel or compel any minor under said age to smoke cigarettes, or for any minor to smoke any cigarette."

Section 2701, fixing the penalty for the offenses described in Sections 2699 and 2700, in the way of fines not more than $50 nor less than $10 to which may be added imprisonment not exceeding 60 days, makes it the "special duty of prosecuting attorneys to enforce this act" and any minor under 18 years of age who may have had in his possession any cigarette, may be compelled to testify before the mayor of a city or a justice of the peace as to where and of whom he obtained such cigarettes.

WEST VIRGINIA.—The License Laws as revised in 1905 contain the following provision (Section 96): "On every license to sell at retail cigarettes, cigarette paper or wrappers, cigars, tobacco, snuff and other preparations of tobacco, $10; to sell at retail cigars, tobacco, snuff or other preparations of tobacco other than cigarettes or cigarette paper or wrappers, $5. The giving away or furnishing of cigarette paper or wrappers in connection with the sale of tobacco, or other thing of value, shall be taken to be a sale thereof under the provisions of this section."

This law is still in force, and it has been supplemented by the following provisions of an act approved February 24, 1913:

"It shall be unlawful for any person, firm or corporation to manufacture, or to sell, offer or expose for sale, or give away, or furnish, or cause to be given away or furnished to any person under the age of 21 years, any cigarette, or cigarette paper, or any other paper prepared to be filled with smoking tobacco for cigarette use; and it shall be unlawful for any person, firm or corporation to sell, offer, give away or furnish, or cause to be given away, or furnished, to any person under the age of sixteen years any cigar, pipe or tobacco in any form.

"It shall be unlawful for any person under the age of 21 years to smoke, or to have about his person, or premises, any cigarette or cigarette paper or any other form prepared to be filled with smoking tobacco for cigarette use. Any person violating the provisions of this section shall be punished by a fine of not exceeding $5, provided, that the court or justice trying the case may remit the penalty for violation of this section, upon the disclosure by the person charged with the offense of the name of the person, firm or corporation from whom he obtained any such cigarette or cigarette paper.

"That it shall be the duty of every constable, policeman, town sergeant, sheriff or his deputy when he finds any person under the age of 21 years smoking a cigarette, or with a cigarette or cigarette paper in his possession, to immediately inquire of such person where and of whom he obtained such cigarette or cigarette paper, and upon failure of any person to give such information when requested by such officer, the officer shall arrest such person and take him before a justice or other officer having jurisdiction. Any officer failing to perform the duties required of him by this section shall be fined not exceeding $5 for each offense.

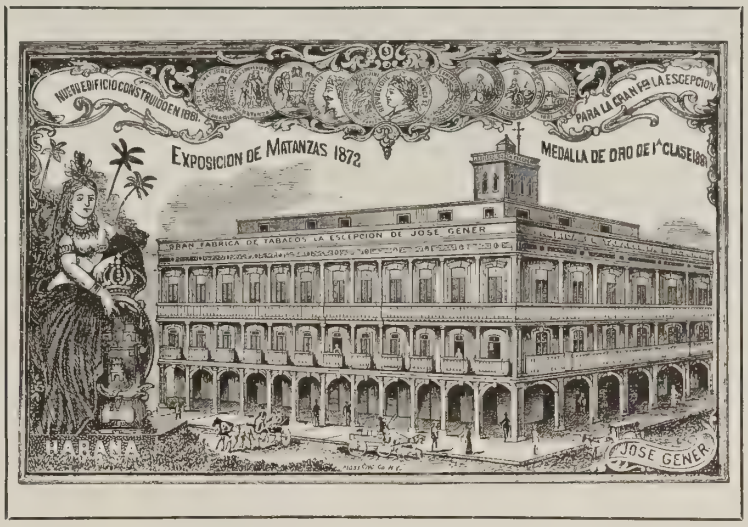
"Every person who shall smoke or use a cigarette or cigarettes in any school building or any buildings or such parts thereof as may be used for school purposes, or on any lands used for school purposes, shall be guilty of a misdemeanor and upon conviction shall be punished for each offense by a fine of not less than one nor more than $5."

WISCONSIN.—The Secretary of State furnishes the following copy of the present law in Wisconsin:

"Any person who shall, by himself, his servant or agent, or as the servant or agent of any other person, directly or indirectly, or upon any pretense, or by any device, sell, give away or otherwise dispose of to any minor any cigarettes, cigarette paper or cigarette wrappers, or any substitute therefor, or any paper made or prepared for the purpose of making cigarettes or any substitute therefor, or for the purpose of being filled with tobacco for smoking shall be guilty of a misdemeanor

(*Continued on page 74.*)

# "LA ESCEPCION"




## Gran Fabrica de Tabacos y Cigarrillos

ESTABLECIDA EN 1864

---

De la Propiedad de la

**Hija de José Gener**

Calzada del Monte No. 7

Habana

---

Proveedora de la casa Real de España

Marcas anexas

"La Escepcion" "Hoyo de Monterrey"

"El Vinyet" "El Imperio Aleman"

& &

Vegas propiedad de la Fabrica

---

Ordenes Monte 7 Habana

Valeriano Gutierrez, 11 Broadway New-York

## LAWS REGULATING TOBACCO

(*Continued from page 72.*)

and upon conviction thereof shall be punished in the manner hereinafter provided.

"It shall be unlawful for any person, firm or corporation, in any manner, directly or indirectly, upon any pretense, or by any device, to manufacture, sell, exchange, barter, dispose of or give away, or keep for sale any cigarettes, cigarette paper or cigarette wrappers, or any paper made or prepared for the purpose of being filled with tobacco without first obtaining a license therefor, as hereinafter provided.

"License for the manufacture, sale, exchange, barter, disposition of or giving away or keeping for sale of cigarettes, cigarette paper, or cigarette wrappers made or prepared for the purpose of being filled with tobacco for smoking, shall be issued by the city, village or town clerk, of the city, village or town wherein such right is sought to be exercised. Every such license shall be issued on the first day of July in each year or thereafter whenever applied for and shall continue in force from date of issuance until the succeeding thirtieth day of June, unless sooner revoked for a violation of this section as herein provided.

"Every person, firm or corporation desiring a license under this section shall file with the city, village or town clerk of the city, village or town wherein such right is sought to be exercised, a written application therefor, stating the name of the person and the place for which such license is desired. Every license shall be signed by the city, village or town clerk and shall name the licensee and the place wherein he is authorized to conduct such business and the same shall not be delivered until the applicant shall produce and file with such clerk a receipt showing the payment of the license fee of $5 to the treasurer of such municipality. In case of a change of ownership in any licensed location the authority granting the license may authorize a transfer of such license to the new owner.

"Any person violating any of the provisions of subsections 1, 2, 3, and 4 of this section shall be deemed guilty of a misdemeanor and shall be punished by a fine of not more than $100 nor less than $25 for the first offense and by a fine of not more than $200 nor less than $25 for the second or subsequent offense or by imprisonment in the county jail not exceeding sixty days or both such fine and imprisonment. A second conviction for a violation of the provisions of subsections 1, 2, 3, or 4 of this section shall immediately terminate the license of the person so convicted and such person shall not be entitled to another license hereunder for a period of five years thereafter. The provisions hereof shall not apply to the sales of jobbers or manufacturers doing an interstate business with customers outside of the State.

"Any minor being in possession of any cigarettes, cigarette paper or cigarette wrappers and being asked by any sheriff, deputy sheriff, police officer, village marshal, truant officer, probation officer or teacher in any school to tell where or from whom such cigarettes, cigarette paper or cigarette wrappers were obtained, who shall refuse to furnish such information, shall be guilty of a misdemeanor, and upon conviction thereof, shall be punished by a fine of not more than $5."

WYOMING.—"It shall be unlawful for any person or persons to give or sell cigarettes, spirituous liquors or tobacco to any person or persons under the age of 16 years. Any person who shall be convicted of violating any of the provisions of this act shall be fined not exceeding $100, or be imprisoned in the county jail not exceeding three months, or both, in the discretion of the court; and upon conviction for a second or any subsequent offense, shall be fined not exceeding $200, or be imprisoned in the county jail not exceeding six months."

The above law is supplemented by the following subsequent enactment: "No person or persons in this State shall buy for, give to, or furnish, either directly or indirectly, any cigar, cigarette or cigarette paper, or any tobacco in any of its forms, to any person under the age of 18 years, under penalty of a fine not exceeding $10 and costs of prosecution."

## OLDEST CIGARS IN NEW YORK

**Louis Schwarz Has Smokes Rolled by His Father in Hamilton, Canada, More Than 50 Years Ago.**

The oldest cigars preserved in New York are owned by Louis Schwarz, the superintendent of the smoking tobacco department of Philip Morris & Co., Ltd. The cigars were made by his father, Frederick Schwarz, in Hamilton, Ontario, more than 52 years ago. To the old fashioned box containing 100 cigars, opera size, are affixed Canadian Internal Revenue stamps, which were affixed in 1864.

Mr. Schwarz believes that these are the oldest cigars in existence in a full box of the original packing, and they possess further interest from the fact that they are part of a lot made for exhibition at the Crystal Palace.

The cigar business originally established by Frederick Schwarz in Hamilton, in 1854, still flourishes, and is still owned by members of the Schwarz family although both its founder and his brother who succeeded him are dead.

The Schwarz store is one of the oldest business establishments in the Dominion that is still under the active control of members of the family of the men who founded it.



CIGARS MADE IN HAMILTON, CANADA, MORE THAN FIFTY YEARS AGO.

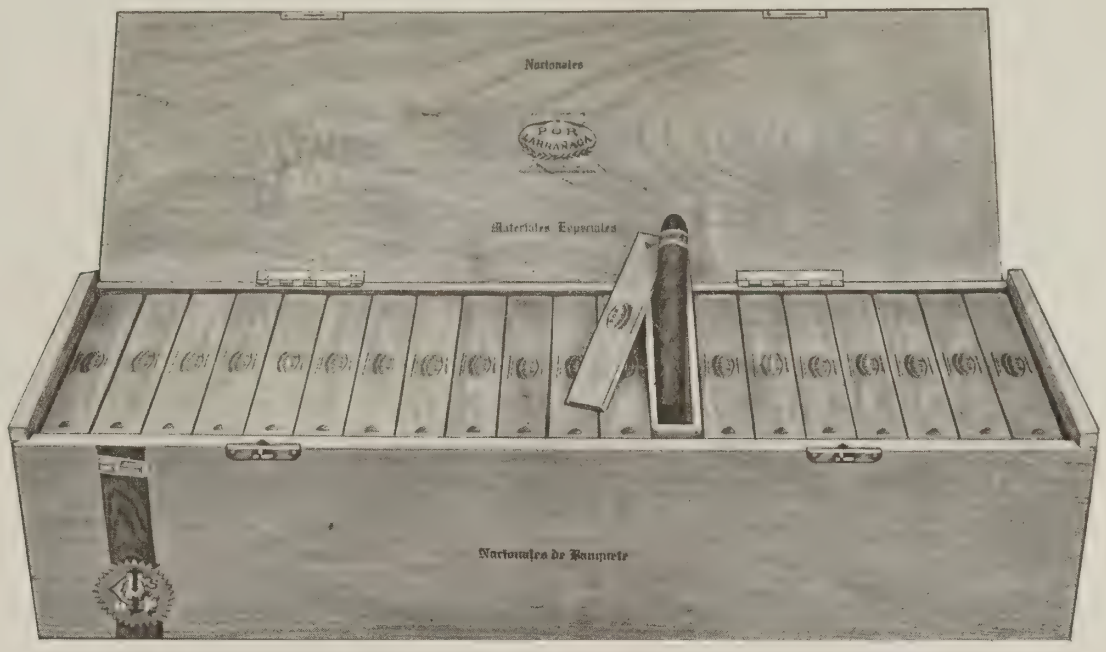


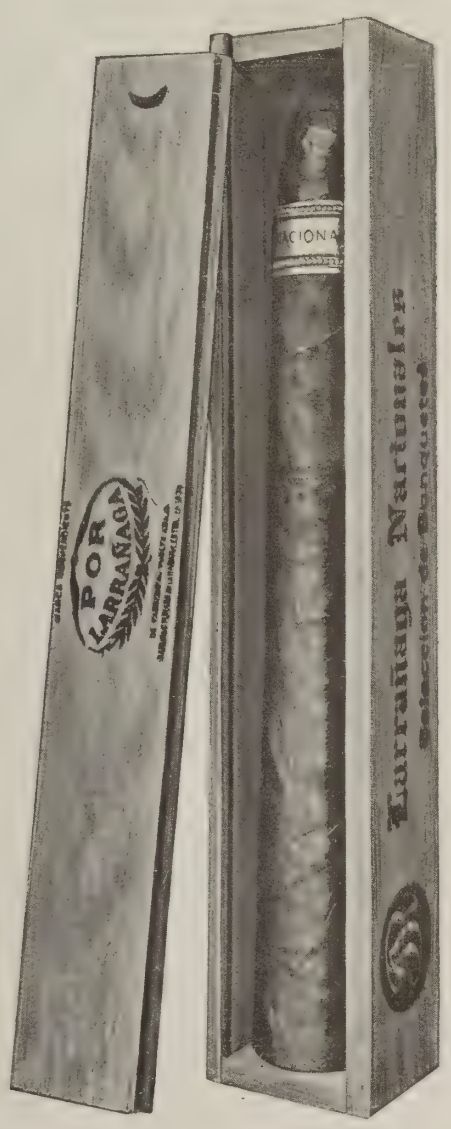
EARLY CANADIAN INLAND REVENUE STAMPS ON OLD-TIME CIGARS OWNED BY LOUIS SCHWARZ.

## CUSTOMS COLLECTIONS ON TOBACCO PRODUCTS

The following official figures, furnished TOBACCO by the Department of Commerce, Washington, D. C., show the amount of customs duties collected on manufactured tobacco products of all kinds imported into the United States in each fiscal year during the past decade:

| Years. | Cigars. | Cigarettes. | Snuff | Other manufactures. |
|---|---|---|---|---|
| 1905 | 3,509,385 | 72,089 | 12,766 | 198,467 |
| 1906 | 3,626,866 | 73,615 | 13,353 | 167,071 |
| 1907 | 3,496,383 | 116,435 | 16,724 | 187,900 |
| 1908 | 3,342,531 | 115,969 | 16,534 | 180,388 |
| 1909 | 2,999,438 | 71,434 | 16,182 | 195,246 |
| 1910 | 3,185,589 | 92,091 | 15,425 | 180,965 |
| 1911 | 3,454,076 | 87,460 | 21,813 | 167,471 |
| 1912 | 3,188,857 | 113,591 | 16,770 | 157,841 |
| 1913 | 3,215,762 | 82,836 | 14,308 | 153,967 |
| 1914 | 3,023,233 | 81,963 | 37,434 | 93,749 |
| Total | 33,042,120 | 907,483 | 181,309 | 1,683,065 |




# LARRAÑAGA NACIONALES

## Seleccion de Banquetes

*This is the acme of refinement in the packing of cigars.*

*Each cigar is packed in an individual box, and therefore, every guest opens his own box, the cigar reaching his hands as it was packed at the factory.*

*For dinners, banquets, society events, clubs, hotels and individuals, if orders are placed early enough, may have each little box inscribed with the name of the host, monogram or the dedication of the event thereon, which would add a touch of refinement to the function.*

**Packed in beautiful cedar boxes containing one hundred cigars.**

**Por Larrañaga**

FÁBRICA DE TABACOS

New York Office
J. V. Flanigan
156 Fifth Ave.

Havana, Cuba
Carlos III, No. 225



# BROAD AND PROGRESSIVE PLANKS IN THE PLATFORM

OF THE

# TOBACCO MERCHANTS ASSOCIATION

OF THE UNITED STATES

## A Document That Promises to Become Historic in the Tobacco Trade—Principles Upon Which It Is Agreed That All Good Men, Having the Best Interests of the Industry at Heart, Can Stand Together and Work for the General Welfare—Splendidly Endorsed by More Than a Hundred Leading Men Representing All Branches of the Tobacco Business from Leaf Growers and Packers to Retailers at the Biltmore Hotel Conference Last Saturday.

THE declaration of principles endorsed and adopted by more than 100 representative members of the tobacco trade without a dissenting voice at the conference at the Biltmore Hotel, in New York, Saturday, September 25, is truly a remarkable document. It was so carefully drawn, and bore in its every line the evidence of such intimate knowledge of the conditions in the tobacco trade and such deliberate thought upon the best means of bettering those conditions that it met with the cordial approval of the most notable gathering in the history of tobacco. This document stood the acid test of the most careful study by many of the keenest minds in the tobacco business, and was adopted as a platform upon which to build a great national organization that shall be truly representative of all branches of the trade. TOBACCO believes that it should be permanently preserved, and therefore it is reprinted in this Special National Cigar and Tobacco Day Number.

The full text of the call for the organization of the Tobacco Merchants' Association for the United States endorsed and adopted September 25, is as follows:

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Almost every industry has its active trade Association with well equipped offices and an adequate working organization that is employed by the industry from time to time as a medium for the correction of trade abuses, for the betterment of trade conditions, for the solution of trade problems, for the procurement of trade advantages, and for the protection of the trade against unfair and unjust attacks, whether from the press, platform or governmental agencies. The tobacco industry, although one of the greatest industries in the United States, has no such organized trade machinery in existence.

The tobacco industry is now passing through an era that is not only new but is entirely without parallel in the history of the tobacco trade. The disintegration of the big combination and the consequent multiplication of competing concerns; the expansion of chain store enterprises and the vigorous competition between rival chain store companies; the ever increasing popularity of the small pocket package of cigars, the development of the coupon and gift systems, the ruinous price cutting and reckless competition among distributors and retailers, the keen competition of the disintegrated companies among themselves, and the energetic contests for business gain among all manufacturers, and the organized and systematic attacks made upon the tobacco trade and against the use of tobacco products have created a new situation with new trade evils that can best be abated, new difficulties that can best be overcome, and new problems that can best be dealt with by an active and progressive Association.

The tobacco industry has indeed been well provided with associations representing almost every branch of the industry. Thus we have Cigar Manufacturers' Associations, Tobacco Manufacturers' Associations, Tobacco Growers' Associations, Leaf Dealers' Associations, Retailers' Associations, Jobbers' Associations, etc., etc. Some of them are purely social, most of them are so-called independent organizations, whose main object is anti-trust agitation and all of them limit their activities to an expression of opinions and sentiments in their respective convention rooms and to the discussion of general policies. None of them perform the functions of a real active trade organization that can render actual services to its members and which with its institutional facilities, and its organized forces might be employed to correct trade abuses, to solve trade problems and to work for the common good of the trade.

Such an organization was perhaps impracticable, nor could its usefulness be of any great benefit while the tobacco industry has been divided into two opposing elements, the trust element and the anti-trust element. But since the disintegration of the trust into a number of separate and distinct companies competing with each other, the time has come when all fruitless agitation should cease and our efforts should be applied to the reconstruction and readjustment of the tobacco trade to meet the requirements of the new conditions.

There is no longer any occasion for separation of the tobacco trade into opposing elements. Barring ordinary business competition that must and always will prevail, all elements of the tobacco industry may well be united now and linked together into one representative body for the common good of all interests. Conflicts of the past should be forgotten and a trade organization should be formed for the good of the entire industry where the heads of the disintegrated companies of the former combine and the representative independents shall co-operate with each other and work together for the benfit of all.

Such an organization if it shall accomplish that one object will have already merited its existence, but we propose to form an organization that will at the same time render beneficial services both to its members, and to the entire trade, services that can best be performed by a well equipped machinery of an Association with the collective strength of the membership behind it. Thus, among other things, it is intended that the proposed organization should deal with the following subject matters:

### Maintenance of Prices.

The tobacco business is a business of brands and trademarks. In fact the major part of the assets of manufacturers of tobacco products is in the value of their respective brands or trademarks. Experience has shown that one of the most effective methods of destroying popular brands is by price cutting. So long as the price of an article is maintained and the dealer makes a fair profit the producer has a friendly distributor for his goods, but when the price is once cut down to little or no profit the manufacturer has a distributor who is not only unfriendly, but who makes it his business to sell substitutes whenever possible.

The right of the manufacturer to establish and maintain fixed resale prices of his products and thus protect his valuable brands should be legalized for the benefit of both the manufacturer and the distributor, as well as for the benefit of the consumer, who is frequently lured to fraudulent bargain counters by the advertisement of some well known standard articles at cost or below cost.

The proposed Association will by means of propaganda and otherwise endeavor to secure the enactment of appropriate legislation restoring the rights of owners of proprietary articles to fix and maintain their resale prices and to establish the principle of "an honest price for an honest article." This will minimize the demoralization in the tobacco trade and raise the standard of the tobacco merchant.

(*Continued on page* 78.)

# National Bank of Cuba

(Banco Nacional de Cuba)

| | |
|---|---|
| **Capital** . . . . . | **$5,000,000.00** |
| **Surplus** . . . . . | **1,500,000.00** |
| **Assets** . . . . . | **51,696,545.87** |

MEMBER, AMERICAN BANKERS ASSOCIATION.
DEPOSITARY for the GOVERNMENT OF CUBA.
AGENT for Coinage of Cuban National Currency.

**HEAD OFFICE - - - - - Havana, Cuba**
**NEW YORK OFFICE - 1 Wall Street, New York City**

*Branches:*

84 GALIANO ST., HAVANA
226 MONTE ST. (CUATRO CAMINOS), HAVANA
PRODUCE EXCHANGE, HAVANA
234 JESUS DEL MONTE ST. (ESQUINA TOYO), HAVANA
88 MURALLA ST., HAVANA
SANTIAGO
CIENFUEGOS
MATANZAS
CARDENAS

MANZANILLO
SAGUA LA GRANDE
PINAR DEL RIO
CAIBARIEN
GUANTANAMO
SANTA CLARA
CAMAGÜEY
SANCTI SPIRITUS
CAMAJUANI

CRUCES
CIEGO DE AVILA
HOLGUIN
COLON
PLACETAS
TRINIDAD
SANTO DOMINGO
GÜINES
GIBARA

GUANABACOA
ENCRUCIJADA
REMEDIOS
JOVELLANOS
GUANAJAY
GÜIRA DE MELENA
RODAS
CONSOLACION DEL SUR

CORRESPONDENTS in all Cities of the World.
INTERNATIONAL EXCHANGE operations a specialty.
Largest TOBACCO EXCHANGE transactions in Cuba.

## DECLARATION OF PRINCIPLES

(*Continued from page 76.*)

**Prevention of Revenue Frauds and Box Stuffing.**

The most wicked and vicious practice in the cigar trade is the refilling of cigar boxes. It is not only a violation of the Revenue Laws, but it works an injury to the owner of the brand, to the honest merchant who sells the brand and to the consumer.

There are a multitude of manufacturers whose business depends largely on imitation and substitution of popular brands and chiefly of imported goods. It is a well known fact that empty boxes and cigar bands of popular cigars have a market price.

The refilling of cigar boxes goes on and on year after year, and the same is true in regard to cigarettes. The practice of the little standkeepers to sell cigarettes by the penny's worth and refill the boxes is indeed a well known evil.

In order to put an end to this vicious and outrageous practice we must have a well organized force that will make it its business to gather evidence and procure the prosecution of such offenders.

It is intended that the proposed Association shall employ competent agents for this purpose and use the power of its organization to eliminate such vicious practices from the tobacco business.

**Protection of Trade-Marks.**

As already stated the tobacco business is a business of trade-marks and hence it suffers more than any other industry from infringements and counterfeits. While that evil will perhaps never be entirely abated, the proposed Association will endeavor to minimize it. Through an organized force the Association will investigate and secure evidence of such infringements, it will endeavor to procure criminal prosecutions of infringers when possible, and by means of publicity and other lawful methods it will seek to discourage that sort of practice. The Association may also establish a bureau for registering and searching trade-marks.

**Taxes and Revenue.**

The United States Government collects over eighty millions of dollars ($80,000,000) annually in tobacco taxes through the Internal Revenue office. In addition to this the Government collects many millions of dollars in customs duties on tobaccos. Whenever additional revenues are required whether by the Federal, State or local Governments the tobacco industry seems to be regarded as the first object for additional taxation.

It would indeed be well for the tobacco industry to have an Association that should be vigilant and alert, and use all legitimate means to prevent the tobacco man from being overburdened by an unequal and unjust share of taxation.

**Tobacco Propaganda.**

The continual and ever increasing attacks against the use of tobacco should be counteracted by proper propaganda. Tobacco as a germ killer and disinfecting medium; tobacco as a comforter and friend in solitude; tobacco as a peace promoter and friend-maker should be extolled in special booklets and distributed freely and extensively.

The question of providing smoking cars should likewise be discussed in appropriate forms of literature advocating that the right of the smoker, as well as the non-smoker, should be respected. Such services can best be performed by a trade organization, such as we propose to form.

**Excessive Freight Rates and Insurance Premiums.**

Tobacco men have not infrequently just cause to complain against excessive freight charges, wrongful classification of merchandise, unjust discrimination on the part of the railroad companies, and exorbitant insurance premiums on the part of insurance companies. Complaints of that character coming from individual concerns do not always bring forth satisfactory results. We believe that an Association dealing with such matters in the interest of the trade will be able to procure better results and may bring about a saving of enormous amounts that would otherwise be paid out in excessive rates, and perhaps in due time and under proper management such an Association may establish a mutual or co-operative insurance plan covering both fire and employers liability, as well as other forms of insurance.

**Legislative Bureau.**

The tobacco industry seems to be the main target for all sorts of what is known as strike legislation. Not only is the industry threatened from time to time with hostile legislation, but it seems at times to be difficult, if not impossible, even to procure proper legislation for the benefit of the tobacco industry. The efforts of no individual tobacco concern, nor of any number of such concerns acting individually can produce the effective and successful results that could be obtained in that respect through the united efforts of an organized body. The strength and the power of an organization acting for the entire industry usually goes farther than the most logical arguments of the individual concerns.

An organization such as is contemplated, representing as it will, the entire industry with adequate means for campaigning against such, as well as other evils, cannot fail to achieve successful results. Such an organization will be able to keep itself and its members well informed as to all pending or attempted legislation all over the United States and through the instrumentality of its organized forces it may not only succeed in checking and preventing hostile legislation, but in securing proper and beneficial legislation for the tobacco industry.

**Coupon and Gift Schemes.**

Coupon and gift schemes present a most interesting and difficult trade problem in regard to which the trade seems to be strongly divided. A live trade organization will bring together the leading concerns interested in this question in order that they might interchange ideas and views and unite upon a coupon policy for the carrying out of which the machinery of the trade organization might be utilized with great effect. Such an Association would at the same time keep a watchful eye on the workings of all coupon and gift schemes, as well as all anti-coupon movements and gather facts and statistics for the information and guidance of its members.

**Misbranding of Tobacco Products.**

Another trade evil that should not be looked upon lightly is the practice of unscrupulous manufacturers in misbranding their products as regards quality. There are probably thousands of little manufacturers in the United States producing cheap goods, particularly in the line of cigars and cigarettes putting them up in fancy packages and branding them as "Clear Havana" cigars or "Pure Turkish" cigarettes as the case may be and palming them off on the unwary dealers as genuine articles, selling at exceedingly low prices and yielding such dealers extraordinary profits, all at the expense, not only of the consumer who is thus being deceived, but of the reliable manufacturing concerns whose trade is diminished to that extent.

A progressive trade organization would endeavor by means of a proper publicity campaign and by securing adequate legislation against the misbranding of such goods to minimize that practice.

**Information and Statistics.**

To progressive concerns whether great or small reliable statistics are as indispensable as are their selling agencies or their buying forces. While such statistics are collected, compiled and published from time to time by Governmental agencies, yet a trade organization can be of great service to its members in that regard by obtaining such statistics and information from the various Governmental agencies, Consular services and all other sources and classify and compile them in such a way as to furnish its members from time to time with the exact information they may require. Moreover the Association would act as a sort of information bureau where its members would be able at all times to obtain information of all characters relating to the tobacco trade from the number of tobacco stores in a given town to the quantity of cigars imported from Manila.

**The Retail Trade.**

The retail tobacco business has undergone a most wonderful evolution in the last score of years or so. From a business carried on in former years on a small scale requiring little exertion and ability, the retail tobacco business has become a real high class business that offers excellent opportunities for the progressive and up-to-date business men.

The retail branch of the industry, however, has its evils and abuses, the most serious of which is price-cutting, that cannot be remedied without much difficulty. The very multitude of retail stores and the great diversity in the sizes and character of their business make it impossible for them to adopt and carry out any fixed policy or to follow any particular methods of doing business, with the result that competition and price cutting have been carried on upon a reckless and ruinous scale.

In other industries prices are usually governed by the law of supply and demand, but not so in the tobacco industry. The tobacco business is a business of brands and trademarks. There is never any over-supply of any brand that would justify price cutting. The owner of a brand never permits his production to exceed the demand for it and the dealer's purchases of such brand never exceeds the demand that he had for same. If under these circumstances the price of a brand is cut down it is not due to any over-supply but to the conduct of the dealers themselves. Even the efforts of manufacturers to force some profit upon

(*Continued on page 80.*)

# F. MIRANDA & CO.

*Importers of*

## Havana Tobacco

HAVANA
MONTE 106-110

NEW YORK
222 PEARL ST.

## DECLARATION OF PRINCIPLES

(*Continued from page 78.*)

the dealers by the various deals that they are putting on from time to time, such as special concessions, drop shipments, combination purchases, quantity, allotments, etc., do not seem to yield the retailer the intended profit, for even these special deals are promptly cut down to the consumer.

But the situation is by no means a hopeless one, nor are the problems thus presented impossible of solution. A live and active trade organization with constructive policies and progressive ideas will find ways and means to stop ruinous trade wars and reckless price cutting. It will not seek to limit or restrain competition, but it will use persuasive methods to secure co-operation between the rival chain store systems and the individual retail men, as well as between manufacturers and producers, to the end that regular prices on standard goods may be maintained and that competition might be confined within the boundaries of fair trading and sound business methods.

The retail business, more than any other branch of the tobacco industry, is in need of a trade organization that should have the means and facilities to ascertain the causes of all trade abuses and reckless business methods and to procure proper remedial action. A trade organization well managed and adequately equipped, and charged with the responsibility of looking out for the welfare of the industry will keep itself in close touch with all interests and will endeavor to secure co-operation and mutuality among all elements and all branches of the industry for the common good of all. It will seek to discover and remove the causes of all trade evils and to find remedies for the betterment of trade conditions. Its efforts will not be confined merely to propaganda or persuasion but where legislation or governmental regulation may be necessary to achieve such object the Association will use its machinery with the organized strength behind it to secure and apply such necessary remedies.

Realizing that the success of the man who stands behind the counter and reaches the consumer must necessarily inure to the benefit of all branches of the industry the Association will at all times make it its special business to further the interests and promote the welfare of the retail trade.

**Kindred Organizations.**

Reference has already been made herein to existing trade organizations formed by people engaged in the various branches of the tobacco industry. But the functions of all these Associations are all confined merely to the particular branches of the industry that they are respectively interested in. Moreover, as already pointed out the scope of their activities is necessarily limited by the lack of regularly maintained working forces that are indispensable in conducting active trade organizations. The Tobacco Merchants' Association is intended to be a National organization representing all branches and all elements of the industry and its activities as mapped out will be of the very widest scope, embracing every subject-matter that may properly come within the functions of a trade organization.

It should be stated, however, that the Tobacco Merchants' Association is not intended to supplant existing trade organizations or to interfere in any way with their activities. On the contrary it will co-operate with, and invite the co-operation of, all kindred organizations and will be ready at all times to place its machinery in motion in support of every movement of such organizations calculated to benefit the industry. Furthermore, in order that the Tobacco Merchants' Association may be truly representative, it is planned that the Association admit to membership duly elected representatives of all trade organizations in the tobacco industry who shall represent their respective organizations in the councils of this Association and take part in its management and its activities.

**Related Products.**

While this association as its name implies is fundamentally a tobacco merchants' association, its membership will not be confined to the tobacco industry. It will seek to enroll as members concerns engaged in the business of furnishing the tobacco trade such articles as may be termed related products and also the various supplies required in connection with the production of tobacco articles.

**Conclusion.**

It is intended to form a trade organization to be known as "Tobacco Merchants' Association of the U. S.," that will maintain permanent offices with an adequate staff in charge who shall be in attendance at all times and ready to render such services and perform such functions as the interest of the trade may require. The subject-matters hereinabove dwelt upon are but a few illustrations of the many activities that such an Association can be utilized for by the trade. Interesting trade problems of all sorts that individual concerns would not and could not undertake to handle could be dealt with by such trade organization and many of the innumerable trade difficulties that arise from time to time and which individual concerns are powerless to overcome, can frequently be combated by the organized strength of an Association.

Such trade organization conducted under competent management, representing no special interest, and no particular element, but whose business it shall be to carefully observe and study conditions, situations and problems as they may arise from time to time with a view to finding ways and means and putting the machinery of the organization in motion for the correction of trade evils and for the betterment of trade conditions to the advantage of all elements and all branches of the industry, might be employed by its members and by the trade in general for the accomplishment of such purposes and for the attainment of such objects as can best be achieved by an Association representing the entire trade rather than by individual concerns.

The maintenance of such organization will, of course, be expensive, but it is respectfully submitted that it will be worth a hundred times the cost for the good it will accomplish.

The activities thus mapped out for the proposed Association and the objects that it is intended to accomplish will tend to remove the very causes that produce trade abuses and unhealthy trade conditions. Success in the efforts of such Association would mean an equal measure of benefit to all branches of the industry and so it is hoped that the Association will commend itself to the respectful consideration and will receive a hearty welcome at the hands of all leading tobacco concerns.

*Signed:*

J. P. Faraon,
Manager, Turco American Tobacco Co.
Frederick S. Lucey,
Secretary, Philip Morris & Co., Ltd.
David A. Schulte,
of A. Schulte.
I. N. Maaskoff,
Retail tobacconist, New York.
Nicholas Ehrlich,
President, Ind. Retail Tob. Assn., Brooklyn.
Morris Krinsky,
Manager, I. B. Krinsky cigarette factory.
Albert H. Hillman,
Formerly of A. H. Hillman Tobacco Co.
C. Fred: Crosby,
Editor, Tobacco.
Carl Werner,
Editor, *Tobacco Leaf.*
Charles Allan Bond,
Associate Editor, *Tobacco Leaf.*
C. M. Wessels,
Editor, *United States Tobacco Journal.*
J. Lawton Kendrick,
Publisher, *The Tobacco World.*
Vincent J. Farley,
A. Pollack,
Publishers, *Retail Tobacconist.*
Henry H. Hunter,
Counsel, Ind. Retail Tob. Assn. of America.
Charles Dushkind,
Counselor-at-Law.

## TOBACCO A NECESSITY FOR MAN

**Interesting Points in a Legal Decision as to the Sale of the Weed on Sunday.**

By Karl Frederick.

THERE have been several court decisions in recent years to the effect that tobacco was a necessity, and therefore that its sale on Sunday was permissible.

One of these decisions was by a Pennsylvania judge, on an appeal from a conviction for selling tobacco on Sunday. This judge ruled that while tobacco might not be absolutely necessary to sustain life, it was essential to solace and comfort, and men should not be deprived of it on any day. The following points were brought out in connection with the decision:

"There are good men who do not smoke who will take issue with the court on this. Some of them will even go so far as to hold that not only is tobacco unnecessary, but that its use is sinful.

"So far as they apply this to themselves personally it is true. Tobacco is a sinful weed to men who believe it so. But when they go further and declare that its use by others is sinful, they err.

"Tobacco may not be a necessity in the sense that it is needed to sustain life. But the court does not interpret the law in this narrow sense. Men need more than this. They are not to be restricted to a mere existence. They are entitled to solace, comfort and pleasure in this life, and there is no reason why they should be deprived of it on any day."

The same principle has been enunciated by other judges and has been upheld by higher courts when taken to them on appeal.

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TOBACCOS



Havana Warehouse of J. Bernheim & Son

Capacity 40,000 Bales

# J. BERNHEIM & SON

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Maiden Lane
New York

120
Calle Belascoain
Havana, Cuba

# CIGAR LEAF TOBACCO FROM PRODUCTION TO CONSUMPTION

## Something About Trade Methods, Ills, and Remedies

By FRAZIER MILTON DOLBEER

IT may be trite to discuss familiar facts, but repeated statements develop interest, consideration and action.

National Cigar Day, its origin and purpose, suggests thoughts of contingencies. Cigars: Their composition and the development of their component parts. What is involved in the production and manipulation of the constituency of a cigar?

"CIGAR LEAF TOBACCO."

We naturally think first of the grower, the soil, the seed, the fertilizer, the cultivation, the cutting, the hanging in sheds, the stripping of leaves from the stalk, the sorting into bundles, involving the initial activity.

During this period there exists the possibilities of drought, excessive moisture, wind storms, hail, cut worm, flea bite, frost, pole sweat, pole burn, the temptation to force steam into the sheds, or wet down with water to take down and strip, to moisten and put into damp cellars.

It is consistent that every capable, conscientious grower is entitled proper remuneration for his labor. With Government experiment stations, Growers' Associations and Grange's, there is absolutely no excuse for a farmer not to be informed as to material and methods of raising and handling the leaf.

There are enough unavoidable deterents, without using poor seed, unsuitable fertilizer, insufficient cultivation, early cutting, poor sheds, crowded hanging, inattention during curing period, using steam or water to dampen, instead of waiting for a natural damp to take tobacco down, dishonest sorting, failure to eliminate damaged and dangerous leaves, and wetting bundles.

Next we think of the packer. Here is where the future fabric stands or falls. While he is entitled to considerable commendation for his courage in buying an uncertainty, paying his good cash in advance and taking long chances, still many of his troubles are of his own making.

His first mistake is in not doing his own buying, but leaving it to men who are looking for a commission; next, rushing the buying in the growing fields, encouraging carelessness in harvesting, handling and curing. Then he tries to overcome his imprudence by docking, or otherwise adding to the cost, getting early cut, unripe, white vein, pole sweat, poorly sorted, wet down tobacco.

The buyer to make a good showing, allows the sorters to mix darks and lights, greens and browns, fake the packers' samples to encourage great expectations; finally, he persuades the packers to allow him to draw selling samples, and here the trick is done. The packing is flattered, the packer is led to believe he has a superior, valuable packing, the buyer is fooled, and unless the manufacturer's foreman is well-fixed, allowances are made or goods returned.

These are some of the contingencies, but the most amazing thing is that the packer should pay cash, be subjected to all these conditions, the meagre yield of high grades, the risk of excessive damage, and then! and then! sell his goods upon unreasonable profit-eliminating terms of future dating, with long graduated maturing notes, with the privilege of renewing each or every alternate note. Is it necessary to conduct business in this manner, carrying goods, storage free, and paying insurance indefinitely? Is it prudent? Is it feasible? Rather, is it not nerve racking, suicidal?

The only reason given is, "If I don't do it, the other fellow will." Then, in the name of common sense, get together, stop it yourself and persuade the other fellow to pledge himself to stop it.

Let the agreed terms be: Cash and, or thirty and, or sixty and, or ninety days, according to circumstances, quantity and responsibility. Sell by unmanipulated, guaranteed samples, drawn by officially recognized inspectors of established responsibility, who are independently free from the influence of all parties concerned, who are capable, experienced, and who will honestly represent the contents and condition of each package sample. Then let it be understood and agreed that all claims shall be made upon the inspectors for differences between contents of case or bale and the sample, and indeterminable disputes referred to arbitration for final decision.

The ideal packing firm should be composed of at least two persons, each thoroughly capable, experienced leaf tobacco men, competent, and dividing between them the personal care of accounts, finances, sales and credits, corresponce, buying, receiving, sorting, sweating, curing, eliminating absolute dependence upon selfish, otherwise indifferent clerks, credit men, buyers, and foremen.

Then sell by regular inspectors' samples, with terms equal parts cash, without discount, 30, 60, and not over 90 days. No renewals, no goods carried, storage and insurance free, beyond settlement periods.

This is not an idle dream. It is self-preservation. You pay cash because you are compelled to. The party you sell to will have to conform to reasonable terms if you all cooperate intelligently. If you cannot do it, you acknowledge you are inferior, commercially, to the farmer, who makes you pay cash.

Did it ever occur to you how many leaf packers and importers are involved in cigar manufacturing. A few from choice, more for an outlet for goods, but mostly on account of absurd business methods.

The importer is in a similar position to the packer. He is compelled to go abroad at the expense of valuable time, travelling, attending inscriptions, or subjected to tropical heat, examining each bale, paying cash upon acceptance of goods. Certain new tobacco is susceptible to shrinkage, bugs and damage All are subject to a fool-regulated tariff, dock weight, and various custom house entries, bonds and expenses, deteriorating methods of examination and appraisement.

Methods of sales, terms and credits are similar as practiced by the trade, only worse, because they do all the things that packers do, and besides, they sell goods in bond, and then pay more of their good cash for duty, carry it as a charge in open account, or take buyers' notes, sometimes after a long wait, sometimes without interest, on the note or appreciation shown by the customer. They load up customers beyond their needs. Terms: Billed as needed, settled by notes, agreeable to the maker, and the seller is fortunate if he sees the cash which he paid for the tobacco returned within 18 or 24 months.

Still worse than all this: On the date he made what he calls a sale, he charged the buyer and credited merchandise with goods which will be delivered in small quantities in the distant future and paid for at a further remote time. In the meantime another crop comes in the market, another importer offers acceptable goods cheaper, brands or combinations are changed, the buyer for one or several reasons cancels the purchase. Then that accredited profit of the previous year is demonstrated to be a travesty of system.

Terms and credits should be as hereintofore specified. The bill rendered should show the exact amount of duty to be paid upon each bale, subject to proper adjustment previous to the final delivery. The buyers order to ship should be accompanied by an exchange draft for the amount of the duty. We insist this can be done just as the importer is compelled to conform to conditions which makes him pay cash.

Commission merchants, dealers and jobbers in the cigar leaf tobacco, at one time important adjuncts to the grower and packer, while still factors, have been largely reduced by elimination. The previous lordly, dignified packer and wholesaler, who formerly only supplied large lots to the manufacturer, to the dealer, and to the jobber, now humbly acknowledges he is a retailer.

Manufacturing cigars is the technique of the trade. Growers may produce, packers may prepare, importers may bring forward,

(*Continued on page* 84.)

HEADQUARTERS ALWAYS FOR

# Sumatra and Java TOBACCOS

ANNUAL IMPORTATIONS
8000 to 9000 BALES

H. DUYS & CO.
170 WATER STREET
NEW YORK

BY FAR THE LEADING SUMATRA HOUSE

## CIGAR LEAF TOBACCO

(*Continued from page* 82.)

but it remains for the cigar manufacturer to make an acceptable combination, which makes possible all that precedes.

If the cigar is not acceptable to the consumer, the whole fabric of the trade falls away. Consequently, we may as well acknowledge that without the cigar maker the trade would be like a host with a prepared banquet without attending guests.

While the manufacturer is an absolute necessity to the packer, the packer is not an absolute necessity to the manufacturer. Of course, the law of supply and demand is a factor; it is possible to regulate the matter of supply, and right here we may as well treat a serious condition of mutual interest.

The cigar manufacturer makes the greatest mistake possible when he buys his stock of leaf of the producer. This has been demonstrated beyond dispute. The manufacturer should never raise or pack tobacco. It is not his business. He cannot do it advantageously or profitably.

A cigar manufacturer should never spend one cent for one leaf of tobacco which he does not actually need. He cannot raise or pack tobacco and confine himself to his needs. He should never invest one cent in leaf until it is completely cured. He should carefully buy only such portion of the finished article as suits his needs, in quantities he can conveniently pay for in the shortest period within 90 days. Settle and take title and control of the goods, as every intelligent, sensible merchant does.

Do you realize that the leaf you buy is your vital stock in trade; that it is more important than the meagre balance you keep in the bank? You have your goods scattered around in country sheds and barns in the care of indifferent and, to you, unknown caretakers. You never see the insurance policy. Do you know if it is properly covered? If it is correct in amount to equal advance in value, or sale price; if you have sold them above price paid; if properly described, covering all conditions; if premium has been paid; if for any reason the policy has been cancelled? In fact, do you of your own personal knowledge know a blessed thing about the condition of this important part of your business?

What do you do if you buy real estate? Do you wait to record the deed to save the fee? Do you neglect to take possession? Do you allow the seller to look after the insurance, take his word that a policy exists, that it is properly worded and the premium paid?

Do you loan money on a mortgage and omit to record it to save the fee, and then put it in your desk to save buying a safe or paying a safe deposit rent? Would you buy bonds through a Wall Street broker and leave the bonds with him, to save safe deposit rent? What would you call a fellow that did such things?

Did ever a seller you bought from fail after he had discounted your notes which you had to pay? Had he also hypothecated your goods so that you had to pay to redeem them? Did you ever have to contribute to a creditors' fund to get goods you had bought and paid for, when levied upon for the seller's debts?

Did you ever have goods burn up, and find that no insurance existed, or premiums were unpaid, or the policy not properly worded, or not fully covered to equal the increased value or sale price? All of these things have happened.

Think what the manufacturer is subject to who attempts to pack tobacco. He is dependent upon an indifferent, crafty buyer, who is out for his commission, who is looking for a Winter job packing, who wants to furnish work for his own family and all their relatives.

An unnecessary, abnormal, original cost is created by rushing into fields, buying green growing tobacco. In trying to make a showing of the greatest possible high grades, nonde-script, leaves are packed above their grade, unevenly sized, medium colors put in with lights, darks with mediums, green, unripe, pole sweat leaves which damage put in high grades simply because of their sizes.

Perhaps, this buyer is in for a rake-off on the sale of useless grades. Then he draws beautiful packer's samples which he sends to the principal, who with his bookkeeper makes up the cost and thinks he makes up the value of what he has, by the packer's samples.

Then comes the curing period. If forced sweated, all the life, gum and quality is eliminated and a lifeless article remains, which looks, burns and tastes like straw. If natural sweated, even in the average country warehouses, the better of which are indifferently constructed, the temperature uneven, many extremely cold nights, even if partially heated, the fires are banked and low at the coldest part of the day, result, poor cure and poor burn.

It is when it heats up and sweats that the deteriorating leaves damage and affect those adjacent.

If the tobacco was received wet which made it weigh heavy, which increased the cost, or excessive moisture was used in packing, then the struggle commences to throw off that moisture by way of the veins and stems, if there is too much of it; or what there is cannot pass off rapidly enough to relieve the leaf, and the leaf has not enough staying qualities to resist, the leaf damages. Don't forget that a fair estimate of an average damage in what may be considered a sound crop is 15 per cent. What will your packing with its nondescript leaves show? When the sampling season comes to save one-tenth of a cent per pound, you allow the same fellow to sample and flatter the goods and fool you again.

He doesn't show the inferior leaves and he doesn't show the damage. The inferior, torn leaves goes into the cuttings and your yield falls off, the damage goes into the cigars and you get them back or no duplicate orders.

And all because you thought you could, or because somebody fooled you into packing tobacco to save money, while you should have used your time, money, energy in making cigars which is your real business, and let the packers supply you with exactly what you need, which they could do at less cost.

You don't make your own cigar boxes, print your labels, and you don't go abroad, buy, prepare and import the gum to make your paste.

Some manufacturers think they can import tobacco to advantage. Well! They tried it, and after neglecting their business, went abroad, looked wise, talked loud, posed as experts, paid 50 per cent. more than they should, created a present and future high cost market, perhaps got stuck with inferior goods that could not be used, subsequently sought out an importer, solicited him to sell the junk and supply the stock needed.

If you don't believe it, try it. But do it quietly. If you must account for your absence, announce you are going to the Pacific Coast. When you arrive don't know it all and think the other fellow is foolish. He may look so, but that's his pose. Don't look at one lot of tobacco a half dozen times. Don't take a few leaves to your hotel to try and then go back and fuss. Don't make yourself the vaudeville star for the amusement of that foolish visaged person. Unless you know tobacco at sight, and as to condition, quality, burn and value at point of production, don't attempt to import. That is the importer's business, not yours. You will save time and money and be a cigar manufacturer if you let him supply your needs. So much for that feature of the business.

It is peculiarly essential that a cigar manufacturer be a master of his business. He should thoroughly understand combination, blend, and compact consistency, which presupposes proper knowledge and selection of leaf required, the employment and direction of labor, and to be capably independent of principal employees, especially foremen.

He should not allow himself to be persuaded to buy leaf not absolutely up to requirements nor in imprudent quantities. He should not frequently bring out new brands. It is an unnecessarily losing game. Start right and improve. Take sufficient time to make sure your first brands are the best you know, and then study to improve them.

The co-operation of a good foreman is helpful, but your personality must prevail. Brands carefully originated, consistently maintained, steadily improved, properly advertised, if acceptable to the consumer, should be continued. Don't you kill a brand, don't draw attention away from it. If its your best and don't go, you are the failure and you cannot make a good cigar under any brand, and it's no use your trying to fool yourself or the public. Bear in mind the public doesn't know the names of the thousands of cigars made. They simply know this:

If they try a cigar and like it, they fix its name in their mind and keep calling for it, and they will not purchase a second cigar of a brand they don't like, or one made by the same manufacturer if they know it.

Every cigar manufacturer without exception should work most strenuously and persistently for the repeal of the Bonded Factory Law. The reasons why such apparent class legislation should never have been allowed are potent why it should not continue.

Why should one class of cigars be favored above all other, and above all by the govern-

(*Continued on page* 106.)

# E. Rosenwald & Bro.

Importers of Sumatra Tobacco

Packers of Havana Tobacco

Also Packers of

Connecticut, Pennsylvania,

Ohio and

Wisconsin Tobaccos

## 145 Water St., New York

# JAMES BUCHANAN DUKE— A CHARACTER STUDY

By C. FRED: CROSBY

JAMES BUCHANAN DUKE has been for many years the most talked about, and yet the least known, of any prominent man in the tobacco trade.

He has been roundly denounced by word of mouth, and in the public press he has been painted in the blackest colors, as a ruthless force without heart or conscience, one who sought to encompass the annihilation of his business competitors by any means, no matter how devious or desperate.

He has been pictured as a coarse, illiterate buffoon; as a blustering bully; as a cruel, relentless ruffian, who found his principal pleasure in causing pain to others; as an embodiment of craft and treachery, devoid of even the most rudimentary honesty; as a monster of greed and avarice; and in a word as a person who had placed himself beyond the pale of human respect or human sympathy.

He has at somewhat rare intervals been portrayed in more favorable colors as a superman, who because of the tremendous character of his achievements must not be held amenable to the rules of conduct that apply in the case of the average man; and at still other times he has been described as a creature of circumstances who had been swept along by favoring winds and tides, and had succeeded in spite of himself rather than through exceptional natural endowment or extraordinary acquired ability.

The truth is that none of these characterizations give any real idea of the man, James B. Duke, who is an enigma to those who have known him longest and who have been most closely associated with him. Even his own father found him incomprehensible.

Washington Duke, the father, an up-right, God-fearing, Wesleyan Methodist, who lived to the end of his long life in the same simple, unostentatious ways to which he had been accustomed before James Buchanan Duke began to build up the family fortunes, is still quoted in North Carolina as having one day remarked:

"There are three things that I can never understand—the providence of God; the steam engine, and my boy 'Buck.'"

Like most great men, who achieve great things, James B. Duke is a mass of contradictions which make any general characterization of him most misleading. Furthermore, he has undoubtedly been misunderstood because of his own indifference to public opinion. He has never cared what people thought about him, nor taken the trouble to set right those who misjudged him.

James B. Duke, in one respect, is much like the late Charles Frohman. He never courted publicity. He has never sought to stand in the lime-light. Even today, when his name is one of the most familiar to millions of people, mighty few of them would recognize him if they met him face to face.

His portrait has appeared but seldom in the public prints and periodicals, and his presence has never been conspicuous at public meetings and banquets, any more than it has at great semi-public social functions like the Horse Show, or any of the notable sporting events where many men whose names are familiar to myriads of people are seen and identified.

James B. Duke has always avoided what in theatrical parlance might be termed taking the centre of the stage, but it was because of indifference rather than through any innate modesty. There is no shrinking timidity in the man's make-up. He has never cared to keep himself in the public eye, and be pointed out as one of the most famous captains of industry.

Few people know how much James B. Duke is worth, measured in dollars. There is probably as much misinformation current as to the size of his fortune as there is as to the man himself. The popular estimate might run anywhere from fifty to two hundred millions, but undoubtedly the former figure is much more nearly correct than the latter.

James B. Duke personally testified under oath, something like a decade ago that he was worth $30,000,000, and his fortune has undoubtedly been largely enhanced in the past ten years.

James B. Duke was born, like the great majority of mankind, in comparative poverty. But it was not the squalid poverty of the great city. It was rather the independent, self-respecting poverty that was common to thousands of farmers all over the United States in the days immediately preceding the Civil War.

His father owned a North Carolina farm of many acres, but they were unfertile acres, and the struggle for existence was hard and unremitting. Washington Duke toiled with his hands, and toiled long weary years, to keep a roof above his wife and children.

When the Civil War broke out Washington Duke, although not in sympathy with secession, sent his family to live with relatives, and himself enlisted in the Confederate army. He was then 40 years old, and it is doubtful if he had ever been a hundred miles away from his own home up to that time.

Washington Duke served through the war, and toward its close he was taken prisoner on the retreat from Richmond. He was released shortly after, and made his way home, a distance of 135 miles, on foot. In the course of this weary tramp, he traded a Confederate $5 bill for 50 cents in silver.

This 50 cents and the unfertile acres was his sole capital, but he bought two blind mules on credit, and again set to work with a resolute will to wrest an existence for himself and family from the bleak farmland.

Tobacco was the principal crop, in fact the land would produce little else. There were four children, Brodie L. Duke, the oldest, being a half-brother to the others. Benjamin N. Duke was the second son. Mary, the sister, who acted as housekeeper, the mother having passed away, was 12 years old, and James B. Duke, the youngest, was then only nine, but he worked with the rest.

The father and sons worked in the field tilling the tobacco during the growing season. Then they cured the tobacco in a little log barn, granulated it on the floor with an ordinary threshing flail, sifted it and packed it in rude muslin sacks, 33 pounds to the sack. There were no fancy labels, and no brand titles.

These 33-pound bags of tobacco were sold to country store-keepers in that section, who weighed the tobacco out in pounds and half or quarter pounds for the consumers.

Little by little the business grew, and Washington Duke moved from the farm to the neighboring village of Durham, where he occupied a frame factory some 70 feet long by 40 feet in width. When James B. Duke was 18 years old, this factory was employing 15 hands, and the annual profits were between $6,000 and $7,000, which seemed like great affluence in comparison with the condition of the family at the close of the war, nine years earlier.

It has often been said that James B. Duke is an uneducated man. This is in a measure true, but he is such from choice, for when he reached the age of 18 his father decided to send him to college, as he felt that he could well afford to give him an education. This plan did not appeal to the boy, and he urged his father to take him into business instead.

It thus came about that James B. Duke became a partner in the firm of W. Duke & Sons three years before reaching legal age, and almost from the beginning he acted as salesman for the firm.

It might be interesting from an academic standpoint to speculate how the history of the tobacco trade might have been changed, had James B. Duke followed the wishes of his father, and gone to college instead of to the factory.

Would four years in college have increased his efficiency, or would it have stripped him of much of the virile strength which raised him to unquestioned preeminence in the tobacco industry?

In his busy life, James B. Duke has found little time to read books, written by other men, but his whole career has shown that unaided by tutors, he mastered the greatest of all studies, the study of human nature.

Almost from the day that James B. Duke entered the firm of Washington Duke & Sons, he took command of the business and dictated its policies. And under his dictation the business steadily grew and expanded. As the profits accrued they were put back into the business.

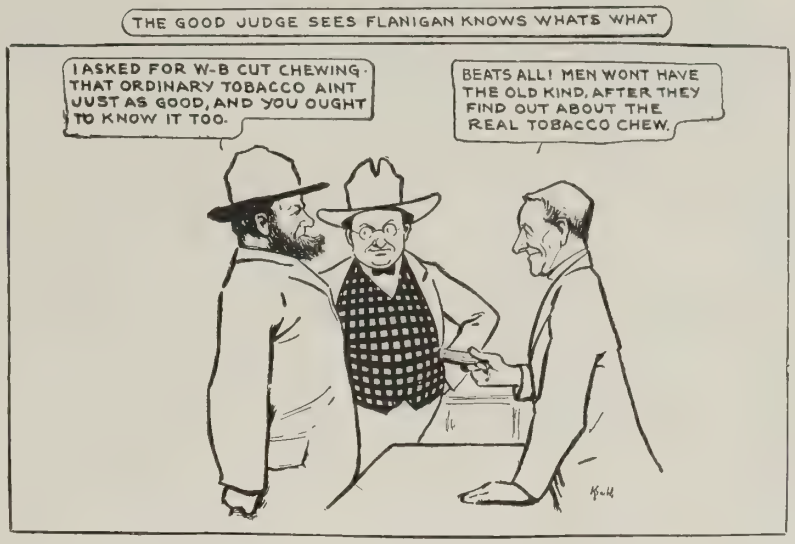
James B. Duke was often importuned by his partners, his father and his brothers, and a Richmond leaf tobacco dealer who had invested money in the firm, to allow them to draw larger dividends, but he turned a deaf ear to all such suggestions.

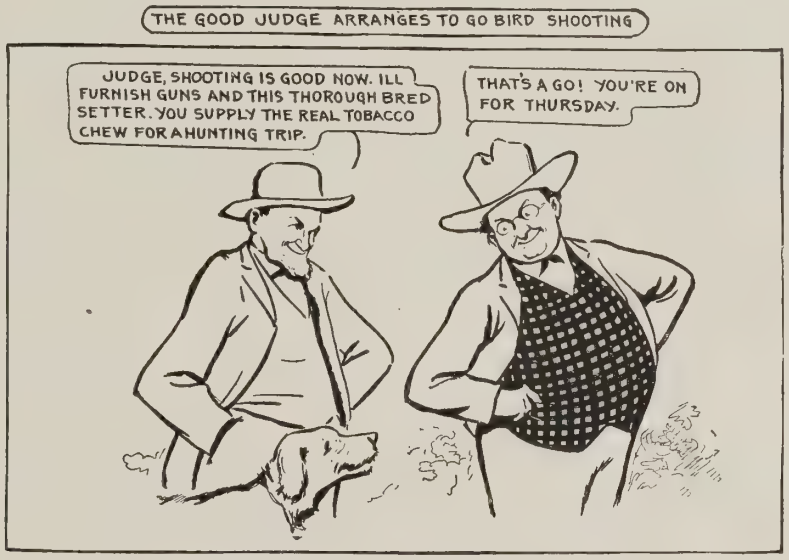
While the business in North Carolina was steadily growing, James B. Duke was looking ahead to still bigger things, and so one day he came to New York and started a new cigarette factory, although still managing at long range the business in the South.

James B. Duke has frequently been spoken of

(*Continued on page* 88.)




# WHEN you're tramping all over creation after game, you don't want a big bunch of ordinary tobacco sweating in your hip pocket. There is tobacco satisfaction for two, and plenty of it, in the sweat-proof sanitary pouch of *Real Tobacco Chew.*

**A little chew of pure, rich, mellow tobacco—seasoned and sweetened just enough—cuts out so much of the grinding and spitting.**



ASK YOUR DEALER FOR **W-B CUT** CHEWING TOBACCO. IT IS THE NEW "REAL TOBACCO CHEW"—CUT LONG SHRED.

**Take less than one-quarter the old size chew. It will be more satisfying than a mouthful of ordinary tobacco. Just take a nibble of it until you find the strength chew that suits you, then see how easily and evenly the real tobacco taste comes, how it satisfies, how much less you have to spit, how few chews you take to be tobacco satisfied. That's why it is *The Real Tobacco Chew.* That's why it costs less in the end.**

**The taste of pure, rich tobacco does not need to be covered up. An excess of licorice and sweetening makes you spit too much.**

One small chew takes the place of two big chews of the old kind.

**"Notice how the salt brings out the rich tobacco taste."**

**WEYMAN-BRUTON COMPANY, 50 Union Square, New York City**

## JAMES BUCHANAN DUKE

(*Continued from page* 86.)

as the originator of the American Tobacco Co. As a matter of fact, he was not the prime mover in that plan, but once embarked in the enterprise, he assumed command, just as he had taken the first place in the affairs of Washington Duke & Sons.

But one serious attempt was ever made to oust James B. Duke from the executive control of the American Tobacco Co. This came about after Wall Street interests had become large investors in the American Tobacco Co. A plot was hatched to corner the stock and wrest the domination from the hands of Duke. Large blocks of stock were secretly purchased, and plans were matured for electing a new board of officers at the next annual meeting.

It is said that Duke was in the dark as to what was going on until almost the last day before the meeting. Whether this was the fact, or whether he earlier sensed what was being attempted and bided his own good time, is immaterial. But just on the eve of the annual meeting Duke made his appearance at the Wall Street headquarters of the most powerful of the men who were planning to seize control of the company. The interview is one of the unwritten chapters of tobacco trade history.

Duke is said to have asked point blank if an effort had been made to secure control of sufficient stock to elect a new board of directors, and choose some one to succeed him as executive head of the company. He then continued that if such was the case, he would gladly sell them all of the stock that he held at a favorable price. To this statement he added something to the following effect:

"If you want the control of the American Tobacco Co., you can have it. I will get out tomorrow. But remember this, too. I will not get out of the tobacco business. I have been in it all my life. It is the only business that I know. I am going to continue in the tobacco business. Whether I continue as the head of the American Tobacco Co., or as a competitor of that company, is for you to decide."

The Wall Street men did decide promptly that they did not want Duke as a competitor, and so the plan to oust him which had been carefully nurtured for many long weeks, was discarded in almost as many minutes, and at the annual meeting James B. Duke was re-elected president, and no further attempt was ever made to wrest control from his hands.

In what is probably the only authentic interview that James B. Duke has ever given to a newspaper, he said, some years ago, among other things:

"My father was the wisest and best man I have ever known. Until he was forty-five years old he had lived in the country, out of contact with the world, save in his narrow community, but he went into business and made a fortune.

"I had an opportunity to attend college, but did not accept it. Instead, at the age of 18, I asked my father to take me into his business as a partner, and he did so, giving me a sixth of the property and profits. He was then making about $7,000 a year. He had given up farming and had started a tobacco factory in Durham, N. C. He would have been better pleased, however, if I had gone to school. While his own education had been neglected, under the pressure of circumstances, he believed in education for others.

"But while my father desired to have me go to school he sympathized with my ambition to succeed in business. We employed 15 hands, but it wasn't long before our buildings covered ten acres of ground and our employees were numbered by hundreds.

"I came to New York in 1883. I concluded that money could be made in cigarettes, and began to manufacture them in a small way. Our capital at that time was $70,000, and the business was owned by my father, his three sons and a man in Richmond. I came to New York to give the manufacture of cigarettes my personal attention. I realized that hand labor was too slow and costly, and that a machine would have to do the work. The other manufacturers laughed at me, and were free to predict that I would end in bankruptcy. I spent most of my time in experimenting with a crude machine which I had bought.

"I needed every cent I had for my business. I toiled all day at the factory, and at night took my cigarettes under my arm and urged them upon the retail dealers. No man ever worked harder or longer than I did between the years 1884 and 1890.

"I became acquainted with a broker in leaf tobacco, a shrewd, but eccentric man, and he loaned me $40,000. No one else in New York would have loaned me 40,000 cents. But he had faith in my plans and confidence in me and I got the money.

"I was a heavy borrower in those days, but my plans were laid in prudence and my maturing obligations were invariably protected. I managed the business in Durham as well as in New York. We sold everything we had to the company of which I am now president, in 1880. We received $7,500,000 in securities. The business we turned over to the new company returned a profit of $1,400,000 the first year."

"The market value of the shares and bonds of your company is $400,000,000. Have you that much visible property?"

"No. Factories are a small part of the tobacco business—you can build them any time—but brands, or trade names, are everything. It takes years and barrels of money to establish a brand of tobacco and make it profitable to the manufacturer.

"We have one brand of smoking tobacco which nets us two millions a year. I wouldn't sell the simple right we have in its name for $15,000,000 cash in hand. Moreover, we always have a new brand coming on. We are now sending out our best known smoking tobacco under two names—its old one and a new one.

"We are pushing the new brand as hard as we can, advertising it extensively and giving away samples, but after a long effort we are selling only 400 pounds a day and losing a dollar a pound at that. We lost a million and a half for four years fighting the men who produced the best plug tobacco in the world.

"They had a safe and highly successful business, and it would have taken us ten years to make our brand profitable; even then they would have had their own brand and process and only the worst possible management could have injured them. But they became frightened and sold out."

"How do you advertise?"

"In every way known to modern business. We have college fraternity men, for instance, selling cigarettes. Every male immigrant who lands at Ellis Island has a package of smoking tobacco put into his hand. He sees the name and remembers it, and when he goes to Texas or Alaska, carries the memory with him."

"How many persons do you employ?"

"Eighty-two thousand. Our sales amount to $175,000,000 a year. We have between 300 and 400 retail stores in this country."

"What have you to say about the so-called trusts?"

"Combinations of all kinds should serve the public thoroughly well at only a fair profit and keep on improving the quality of their products. The men at the head of the Steel Trust could have good times permanently if, contrary to Andrew Carnegie's prince and pauper theory, they fixed a reasonable standard of profit and stuck to it. When a buyer is loaded up with the things he deals in he quits purchasing. Neither has the Sugar Trust perceived this incontrovertible business truth.

"On the other hand, the Standard Oil Co. is managed with consummate sagacity—it knows the plain rules of trade. I laid down the principle several years ago, that our customers should be taught to buy frequently and no more at a time than was needed. Under this practice the dealer, we find, is easy in his mind, his capital is continuously employed, maturing obligations give him no concern and our surplus stock is in our own warehouses and not scattered all over the country.

"Business men should work together in maintaining prosperous conditions. A dollar in hand doesn't make up for the certain loss of $10 in the future. There is no sense in selling a dealer more than he can use—you do him no good and you bring a period of stagnation to the market so far as he is concerned.

"Another folly is the payment of dividends overhastily. When my four partners and I were making $200,000 a year in our business we each drew $166.66 a month and no more—I saw to that. There were complaints and on one occasion a threat.

"'You own only one-fifth of the concern,' my partners said. 'We shall vote a dividend over your head. We have families and must live.'

"'If you do,' I replied, 'I quit.' The dividend wasn't authorized and the money which would have been necessary had it been voted was employed to extend our business."

"Can a man earn a fortune?"

"Not on a salary, nor by the sweat of his brow. Necessarily, one must be economical and self-denying, until he has capital with which to begin business. Thousands of men are doing well, but they spend every cent they earn. Having obtained a little capital by industry and frugality, the man who wants a fortune must see some need of the public and then pitch in and supply it, no matter what it costs."

James B. Duke was for a time a part owner of a New York daily newspaper, the old *Recorder,* which went out of existence some years ago, but it is still recalled in newspaper circles as a remarkable publication.

# FREE!

## —a $785 SAXON SIX *and* —a $395 SAXON ROADSTER

***to the two persons redeeming the most Mutual Coupons between Sept. 15th and Dec. 15th***

THIS is what the Mutual-Profit Coupon Corporation is doing to impress Mutual-Profit Coupons indelibly on the minds of the public.

This unique event—the giving away of two such costly presents—driven home by an extensive advertising campaign which costs many thousands of dollars, is actually creating a sensation in the metropolitan district.

It is making every man, woman and child ***know*** Mutual Coupons, and is sending thousands of them into stores that give Mutual Coupons away. Every Mutual dealer feels the influence. Are you one?

It will leave an effect that will help every Mutual dealer for years. Will you be one?

Throughout the campaign especial emphasis is laid on the fact that

# MUTUAL COUPONS

are the coupons of highest redemption value—that they get you the same premiums for less coupons.

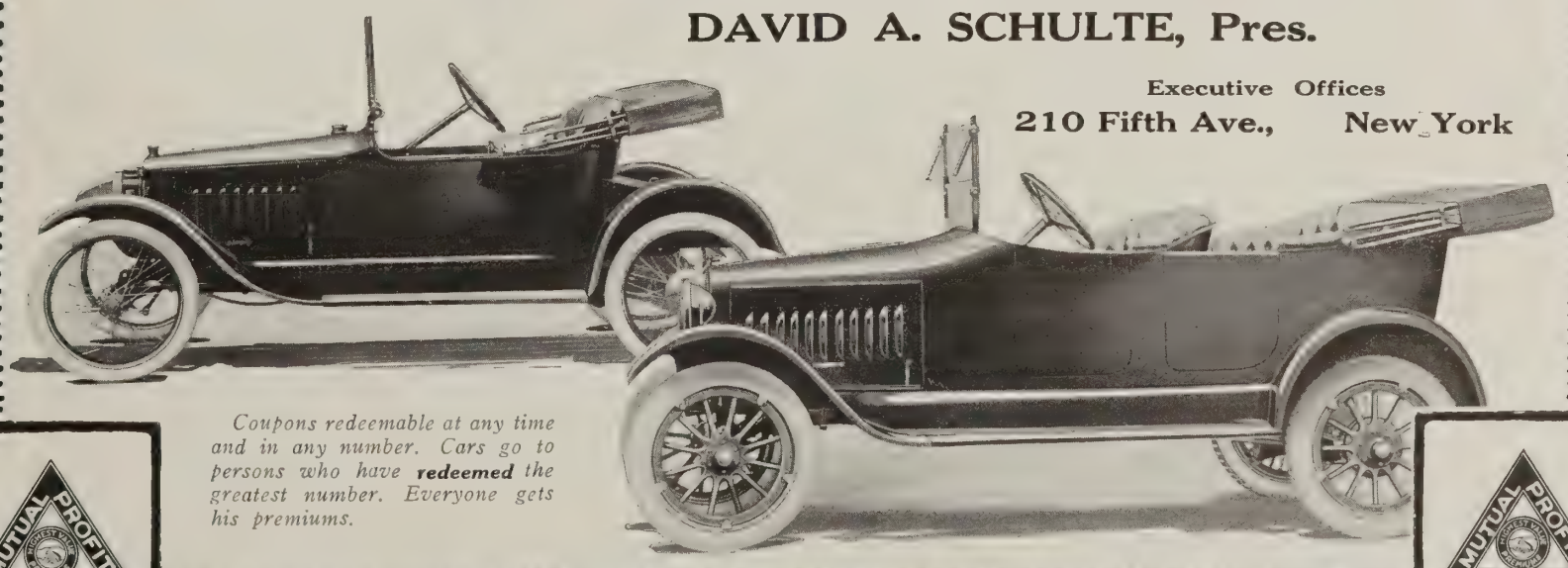
This means that the thousands who are induced by the prizes to begin saving and redeeming Mutual Coupons, have the opportunity of learning—and are convinced—that

***Coupon for Coupon, Certificate for Certificate, Mutual Coupons earn more valuable premiums than any other coupons now being offered.***

Mutual Coupons, because of their greater value, are bound to become, in time, the biggest thing in the coupon field. This sensational advertising event is hastening that time. Now is the time for you to start giving Mutual Coupons. Write

**MUTUAL-PROFIT COUPON CORPORATION**
**DAVID A. SCHULTE, Pres.**

**Executive Offices**
**210 Fifth Ave., New York**



*Coupons redeemable at any time and in any number. Cars go to persons who have* ***redeemed*** *the greatest number. Everyone gets his premiums.*

# TAMPA, THE FAMOUS CIGAR CITY

*[The story of the wonderful development of Tampa in a span of three decades from a little fishing village on the sand dunes, to a great industrial and commercial center reads like a romance. There are plenty of people who have not yet reached middle age who can recall when Tampa had no railroads, practically no shipping other than the little fishing boats, and no cigar factories. Hardly one person in a million in the outside world then knew that there was such a place as Tampa on the map. The Tampa of today is reached by five lines of railway and many steamship lines. It has miles of paved streets that are thronged with thousands of visiting tourists every Winter. Tampa cigars are now smoked in every nook and corner of the United States, and the fame of Tampa has traveled to every section of North America and across the seas to foreign lands. Tampa is a wonderful city today, but it has every promise of still more wonderful growth and development in the near future. Those who know Tampa best are most confident that its glories of the present are as nothing to those that are to come. They believe that its growth, phenomenal as it has been in the past, has only just begun.—C. Fred: Crosby.]*

## TAMPA'S SPLENDID GROWTH

**Has Developed from a Village of a Few Hundred People to a Great Commercial Center.**

Tampa, 30 years ago, was an insignificant village of scarcely a thousand people, located at the head of navigation on Hillsborough Bay. Even as a village, however, it was active in proportion to its size. It was, as now, the metropolis of the sparsely settled country for a hundred miles in various directions; it was the chief port of a long stretch of Gulf coast, as it yet remains; it was located on the best point of the long shore of the most magnificent bay and harbor in all the Southern States.

These fundamental facts seized the attention of the men who were developing the South by rail, and several roads had been for years trending in the direction of Tampa. With their coming the village responded to the impetus and began a march toward its manifest destiny as a great city, which has never for a moment been seriously checked.

The figures presented in tabular form in this connection give some adequate idea of Tampa's marvelous growth as a commercial center since the beginning of the 20th century. To go back two years further to 1898, the year of the Spanish-American War, and compare the conditions of that year with 1914 gives a still more wonderful illustration of growth and development within a span of less than two decades.

Tampa's building operations in 1898 amounted to only $198,000; in 1914 they totaled $1,615,028.04, showing an increase of $1,417,028.04. Building operations in 1913 amounted to $1,484,085.85, giving an increase of $130,943.19 for the last calendar year over its immediate predecessor.

Tampa's post office receipts amounted to $41,311 in 1898, while in 1914 they reached a total of $223,257.92, making the increase $181,946.92. The record for 1913 was $215,938.02, giving the last calendar year a margin of $7,919.90 over 1913.

Tampa's internal revenue receipts in 1898 amounted to $331,079; in 1914, which was decidedly an off year because of the war in Europe and a general business disturbance in the United States, they totaled $856,565.03, an increase of $325,486.03. The record for 1913 was even better, being $894,879.

Tampa's custom house receipts in 1898 amounted to $352,336; in 1914 they were $1,782,515.77, showing a gain of $1,430,179.77. The figures in 1913 were $1,809,218.

Tampa's bank clearances in 1908, which is the first year for which statistics are available, amounted to $26,428,182,331, but in 1914 they had grown to $53,766,400.55, making an increase of $27,338,218.22 in five years. That is to say clearances were more than doubled in that period. The clearances for 1913 were $52,680,438.49, giving 1914 an advantage of $1,085,962.06.

Another illustration of the splendid prosperity in Tampa is shown in the report of the Tampa Electric Co., which operates the local street railway system, which shows that in round numbers there were 15,000,000 passengers carried in 1914, this being an increase of 3,000,000 more than in the preceding year.

ONE OF TAMPA'S BEST ASSETS



COLONEL WALLACE F. STOVALL, PUBLISHER OF THE TAMPA "TRIBUNE."

The late Vicente M. Ybor came to Tampa about 1885, while it was a small village with few people, chiefly natives, and life was primitive. He came on a tour of investigation. He was the head of a great clear Havana cigar factory in Key West. Senor Ybor's partner, Edward Manrara, was a poor sailor, and disliked the water trip necessary to reach Key West. Labor troubles were also frequent in Key West, and there were other reasons why a new location was desirable.

Senor Ybor saw Tampa, and being favorably impressed, his firm bought 30 acres of ground on 7th avenue between 13th and 14th streets, upon which they erected a small frame cigar factory.

Senor Manrara advised his friend, Ignacio Haya, of the firm of Sanchez & Haya, of the possibilities of Tampa, and that firm also purchased several acres of land and built a factory which was located on the adjacent square. They at once began active operations and were the earliest by a few days in the actual manufacture of clear Havana cigars in Tampa. The Sanchez & Haya factory secured the Internal Revenue designation of factory No. 1, which it has retained for nearly 30 years.

The section in which these pioneer factories were located was christened Ybor City, and the Ybor City Land Improvement Co. was organized and made large purchases of land, inducing other manufacturers from time to time to bring their business to Tampa, where they were encouraged to build or to occupy factories erected for them.

The first Ybor factory in Tampa was, as has been said, a frame building, and was operated as a branch of the Ybor factory in Key West. But the latter factory was destroyed by fire March 31, 1886, and the firm then decided to move their entire business to Tampa and the section now known as Ybor City. Of course their plant had to be enlarged and they began the erection of the imposing brick building which is now known as the Ybor branch of the Havana American Co.

(*Continued on page* 96.)

# FACTORY No. 1

The Aristocrat of the Clear Havana Cigar family is
IGNACIO HAYA

Made in Bond.




A new Cigar just being placed on the market by Sanchez y Haya.

Made in but a few of the finer shapes and sizes intended exclusively for the particular trade.

# SANCHEZ & HAYA CO.

Established in 1867




Standard of Excellence

HAVANA CIGARS
TAMPA, FLORIDA



*Courtesy of the Tampa Tribune Development Year Book.*

A BIT OF SEMI-TROPIC BEAUTY, IN THE TAMPA WATERWORKS PARK

# CORRAL, WODISKA y CA.

## HAVANA CIGARS




The up to date manufacturers, who always try to please all of their customers, by giving them the same uniform quality, and therefore are recognized as one of the first factories in Tampa.




**The most popular brands: Julia Marlowe and Regreso**

**TAMPA, FLA.**

# Eden

FOR EXCELLENCE OF QUALITY

GOLD MEDAL AWARDED AT
Paris Exposition, 1900

GRAND PRIZE
ST. LOUIS, 1904

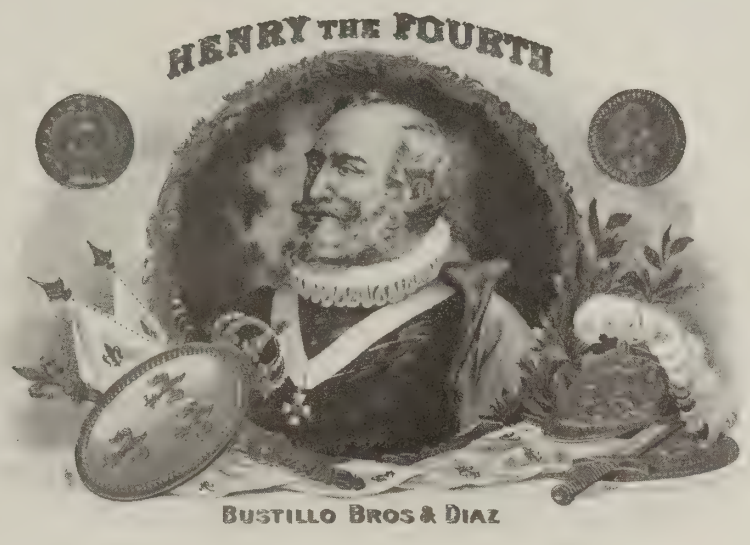



# CALIXTO LOPEZ & CO.

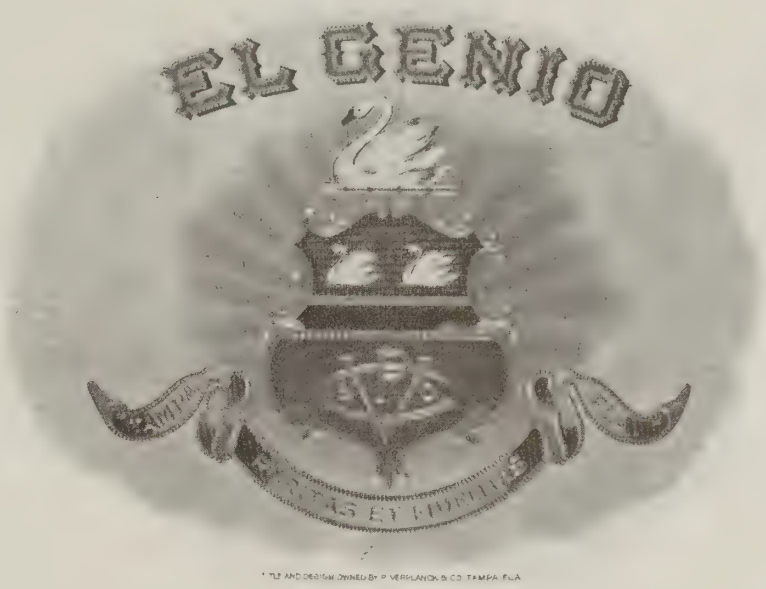
257-261 FOURTH AVE.
NEW YORK

48-50 ZULUETA STREET
HAVANA, CUBA

# LEADERS THROUGHOUT THE COUNTRY




BUSTILLO BROS. & DIAZ, INC.
**Tampa**




P. VERPLANCK & CO.,
**Tampa**




LOPEZ HERMANOS, Makers.
**Tampa**




ALVAREZ MENDEZ & CO.,
**Tampa**

# SCENES ON THE FAMOUS EL BRICHE PLANTATION, OF F. MARION LEON IN CUBA



Upper left hand corner—Curing house on El Briche Plantation, from which come the fine Vuelta Abajo, for the San Martin & Leon factory in Tampa. Upper right hand corner—Drying house, with tobacco loaded in ox carts. Lower left hand corner—One of the living houses with Senor Jorge Leon and assistants on horseback. Lower right hand corner—Another living house, with the Torenar's family on the porch, and ox carts loaded with tobacco.

## TAMPA'S SPLENDID GROWTH

(*Continued from page* 90.)

While the Key West fire was not the sole reason for these Tampa beginnings, it made it easier to get Cuban cigarmakers who were out of work in Key West.

The Seidenberg Co., of Key West, decided to locate in Tampa, following the strike of the Cubans against the introduction of Spanish foremen in 1889, and were the third large concern in the upbuilding of Tampa.

The location of the cigar factories began in 1886. The advantages found in Tampa were an irresistible attraction to leading men engaged in the clear Havana industry, and they came in steadily increasing numbers, bringing with them thousands of employes and their families. These in turn found a place of residence, and became an important element in the rapidly increasing population. The cigarmakers earned excellent wages and spent them with liberality, and this attracted enterprising merchants to Tampa.

So rapid was the growth in population, that in a little less than five years there were something over 5,000 people in Tampa and several hundred more in the immediate suburbs, while by 1900 the census showed the inhabitants of the city proper to number 15,839, with 5,750 people in the adjacent suburbs—a total of 21,589 for the territory which to all practical purposes constituted the city.

The population of Tampa and West Tampa today, based upon the number of names in the city directory, is estimated at nearly 70,000, and it is one of the few cities in the United States that continued to increase steadily in population the months immediately following the outbreak of the war in Europe.

The Macfarlane Land and Investment Co., which had been a prominent factor in the development of West Tampa, bought a large tract of land in that section in 1886. There was no bridge over the river at that time, but steps were at once taken to bridge the Hillsboro and make West Tampa accessible. This delayed the development of the new suburb until the Spring of 1892, when the first cigar factory was built in West Tampa.

The growth of West Tampa was rapid, and it soon took its place as one of the largest cities in Florida, although it is essentially a part of the older Tampa, and annexation seems destined to come sooner or later.

Tampa has been most fortunate in the high character of the citizens that she has attracted from other sections who have through their energy and enterprise contributed so largely to her growth and development. Perhaps there is no more conspicuous example of this than is to be found in the person of Col. Wallace F. Stovall, the publisher of the Tampa *Morning Tribune*.

Colonel Stovall is a Kentuckian by birth, a personal friend of Colonel Henry Watterson of the Louisville *Courier* and Colonel Watterson's partner, General William H. Haldeman. He came to Tampa as a comparatively young man when it was in the transition stage from a small town to a big city, and saw with prophetic eye its future possibilities.

Colonel Stovall has literally grown up with Tampa, and no other man has done more, and it is doubtful if any other has done as much, to

(*Continued on page* 98.)

# Honest Goods and Honest Methods Bring Success

**Havana Cigars all made under the Supervision of, and thus guaranteed by the United States Government.**










Nothing but Havana Cigars
Nothing but Long Filler Cigars
Nothing but Cuban Hand Made
Nothing but made in Tampa
Nothing but MADE IN Bond

Nothing but Tobaccos from our own Vuelta Abajo Plantations

**SAN MARTIN & LEON CO., Tampa, Florida**

ESTABLISHED IN 1912

## TAMPA'S SPLENDID GROWTH

(*Continued from page 96.*)

promote the development and progress of Tampa.

It is not alone that Colonel Stovall has given Tampa one of the ablest, most enterprising and most interesting and most aggressive newspapers in the entire South, which in itself would be a mighty achievement, but he has done much more.

Colonel Stovall has worked heart and soul for the advancement of Tampa in many ways. He has always been found in the front ranks of those seeking to make Tampa a bigger and better city. He has not only contributed the great influence of his splendid newspaper, but he has contributed of his personal effort, and out of his steadily increasing financial means.

A firm believer in Tampa's future himself, he has been able on more than one occasion to impart something of that faith to outside interests, and only recently, largely through the efforts of Colonel Stovall, a group of Louisville capitalists were induced to invest something like a quarter of a million dollars in Tampa real estate, with a possibility that their ultimate investment may be more than double that sum.

Colonel Stovall, like most Kentuckians, is the possessor of a charming personality, and a positive genius for saying and doing the right thing at the right time, which has made him a power in politics, although he has steadfastly declined nominations for office which he has been frequently urged to accept.

Tampa is particularly fortunate in its climate, which leaves but little to be desired. The equability of temperature and the freedom from excessive heat and cold shows the adaptability of the locality for the successful carrying on of all branches of industry.

The winter is marked by abundant sunshine and warmth, the Summer by rainfall and coolness.

The average mean temperature for January, the coldest month of the year, is about 59 degrees. The warmest months, July and August, show an average temperature of 81 degrees. The highest temperature on record is 95 degrees and an average warm day in Summer at noon would show a thermometer mark of about 85 to 88 degrees.

The average rainfall is about 44 inches. More than three-quarters of this falls during the Summer months, which are generally designated as the rainy season.

Tampa and its immediate section have been particularly free from tornadoes, blizzards, water spouts, earthquakes and other disasters which so often devastate other sections. Furthermore in the hottest season of the year at eventide of each day, come land and Gulf breezes which induce sleep and invigorate humanity.

Tampa altogether is one of the healthiest and most delightful residential cities in the South. The sandy soil induces natural drainage and in addition the municipal authorities have installed an excellent sewerage system which is being rapidly extended with the growth of population. Another fact of no little value is that Tampa is supplied with an abundance of the purest water, far in excess of the needs of her present population.

The accompanying full page illustration showing a scene in the Tampa Water Works Park, which is published through the courtesy of the Tampa Tribune Development Year Book, gives some idea of the wonderful scenic charm of Tampa, a charm that has wonderful fascination for residents and the visitors who are attracted every Winter.




THE TAMPA FACTORY OF GARCIA & VEGA.



THE LATE IGNACIO HAYA, OF TAMPA.

## TAMPA'S LEADING FACTORIES

**Some of the Establishments That Stand in the Front Rank, With Nation-Wide Reputations in the Trade.**

The old reliable house of Sanchez & Haya, was the first to make cigars in Tampa, leading by a few days the Ybor-Manara factory which was opened at about the same time, and it has held its place in the front rank of Tampa factories from that day to this.

The firm of Sanchez & Haya is among the oldest in the clear Havana industry in the United States, having been originally established in New York, about 1867. Its product has been of the highest standard, and it has from the beginning produced a larger percentage of regalia sizes and it has probably packed more cigars under a single label than any other factory in Tampa. Sanchez & Haya unlike most firms in the cigar industry has not believed in the more or less frequent introduction of new brands, but has adhered persistently to the familiar Flor de Sanchez & Haya label bearing the portrait of Fanny Davenport, for many decades.

The Sanchez & Haya cigars are staple clear Havana sellers in every section of the United States although they have always particularly been heavy sellers upon the Pacific coast.

**Corral, Wodiska & Co.**

The now highly successful firm of Corral,, Wodiska & Co., was established in the year 1907, beginning in a small way, but through their thorough understanding of the art of making cigars in its every detail, and by always treating their customers right and giving them full value, and the same uniform quality, they have met with splendid success, never losing one of their customers, but always steadily adding to the number so that now they can rightly claim to be one of the first factories in Tampa, both in the high quality of their product, and the heavy volume of their output.

Don Celestino Corral is always in Havana, buying the finest leaf from the Vuelta Abajo, while Don Manuel Corral, the president of the company, attends faithfully to every detail in the factory, supervising everything from early morning until late at night. Edward Wodiska,

(*Continued on page* 100.)

# FROM 30,000 to 300,000

A customer who started to use one of our decorated containers two years ago with an initial order for 30,000 cans is now using 300,000 and can't get them fast enough.

What's the answer?

Cans instead of boxes for cigars. That's the answer and what does it mean to you?—and what does it mean to the smoker?

**A better package at less cost.**

**A better cigar for the consumer at same cost.**

Our cigar cans are made in a number of shapes—round, square, oval, flat—and may be lithographed in one or any number of colors. Their attractiveness compels the interest of the smoker, who gets an all-tobacco cigar, with an all-tobacco flavor, and *he will thank his dealer for it.*

Honest, don't you wish to know more about these tin boxes for cigars?

We can surely put you right, save you money and help increase your sales if you will take the time to investigate—a postal or phone inquiry will act the same as your office press-button.

## AMERICAN CAN COMPANY

CHICAGO
RICHMOND, VA.

NEW YORK
With offices in all large cities

SAN FRANCISCO
PHILADELPHIA

## LEADING TAMPA FACTORIES

(*Continued from page* 98.)

one of the best known and best liked men in the trade, has charge of the sales department, and is traveling all over the United States, being upon the road throughout practically the entire year.

This firm has been taking time by the forelock in stocking up sufficiently with the best leaf from the Vuelta Abajo from the crops of the last three years, so that they are now enabled to keep up the same uniform quality for the next 15 months to come, and anybody that fully understands about cigar making, knows how important a matter it is to produce a blend from tobacco of different years' growth, in order to bring out the full aroma of a fine clear Havana cigar. The factory even has a few bales of fine leaf left over from the 1912 crop, which was so universally liked on account of its superb aroma.

### Charles the Great Factory.

Salvador Rodriguez is one of the veterans in the clear Havana industry, and a past master in the art of making fine tasting and highly aromatic Havana cigars, as he uses only the choicest vegas from the famous lowland, Vuelta Abajo section, in making his splendid blend. His chief brand, the Charles the Great, is known from one end of the United States to the other, or better said, from the New England States to the Pacific coast, and from the northern limits of Minnesota to Texas in the South. Every smoker of clear Havana cigars must have smoked a Charles the Great cigar, or at least have heard of this brand, as next to the imported cigar, asked for in all of the principal clubs, Charles the Great has a steady call.

Just before the outbreak of the great war in Europe, last year, Salvador Rodriguez had received an order to ship quite a good-sized quantity of his cigars to London, therefore this demonstrates most vividly, that some of the English smokers must have previously tried his cigars in this country, and found them of such high aroma, that they had requested their commission merchants to import a lot for them. As these cigars were made in bond at Tampa, they might have become dangerous competitors of the imported Havana cigars, but the red tape of the American customs officials, and the outbreak of the war have been a drawback in making further shipments for the time being.

It shows, however, that if an American manufacturer buys choice vegas from the Vuelta Abajo, he is able to do business, under the bonded plan, even with England, and which country is known to buy the highest priced cigars.

### The Wonderful C. H. S. Factory.

One of the most remarkable illustrations of what pluck and perseverance supplemented by brains and enterprise can accomplish is found in the C. H. S. factory of Val M. Antuono, who has become one of the biggest factors in the Tampa cigar industry, within barely a dozen years.

Val M. Antuono was a cigar maker working at the bench up to the time of the big Tampa strike in 1902. Finding himself out of work through the strike, and his funds soon dissipated, he was on the point of giving up the trade of cigar making and starting life anew in some other line.

After much earnest thought he decided to open a little buckeye factory. He started in to make what are known in the trade as scrap filler cigars, buying his scrap from what were at that time the biggest and best known factories in Tampa.

But in a decade the little buckeye shop has grown to one of the largest factories in Tampa, and as it long ago passed the point where it could depend upon the other factories for its supply of filler tobacco, Val M. Antuono has become one of the largest, if not the largest importer of leaf tobacco in Tampa. In a single month early in the current year he paid in duties to the Government on tobacco imported from Havana more money than all of the other factories in Tampa combined.




The annual output of the C. H. S. factory is now averaging upward of 30,000,000 cigars, and even at that the demand is growing so rapidly that Mr. Antuono is even now seriously considering the matter of building another large factory in the near future.

Robert H. Patterson, of Atlanta and New York, is the general sales manager for the C. H. S. factory, and has done some really remarkable work in giving the C. H. S. cigars and the C. H. S. Perfectos a widespread distribution throughout the entire South, and within a comparatively recent period he has begun to making rapid headway in securing a similar distribution for the product of the C. H. S. factory in Greater New York and throughout the North.

### San Martin & Leon Co.

The factory of the San Martin & Leon Co., established in Tampa during the past decade, began under auspicious conditions, as the company owned large tobacco plantations not only in the famous Tumbadero district of Cuba, but also in other sections of the Pinar del Rio province, where the choicest vegas are found. Because of this fact a constant supply of excellent leaf formed the basis upon which to make the cigars uniform, all through the following years since its foundation, thus guaranteeing to the smoker the aromatic and sweet taste for which the critical smoker is always looking.

Jorge Leon, the president of the company, is a Cuban by birth but was educated in the United States, therefore he has not only a perfect knowledge of the English language, but he has also acquired the enterprise of the up-to-date American merchant and manufacturer, who knows how to overcome all difficulties to secure customers for his goods, that when once acquired remain loyal to the factory. He is putting in a good part of the year traveling over the United States, having visited the Pacific coast in the month of September, calling upon the old customers, and always striving to extend the number through the addition of new accounts.

P. San Martin is the manufacturer of the cigars, and being one of the expert kind that attends personally to the blending of the different vegas, he can truthfully guarantee the same excellent and uniform quality, as he has had an experience extending over a long number of years.

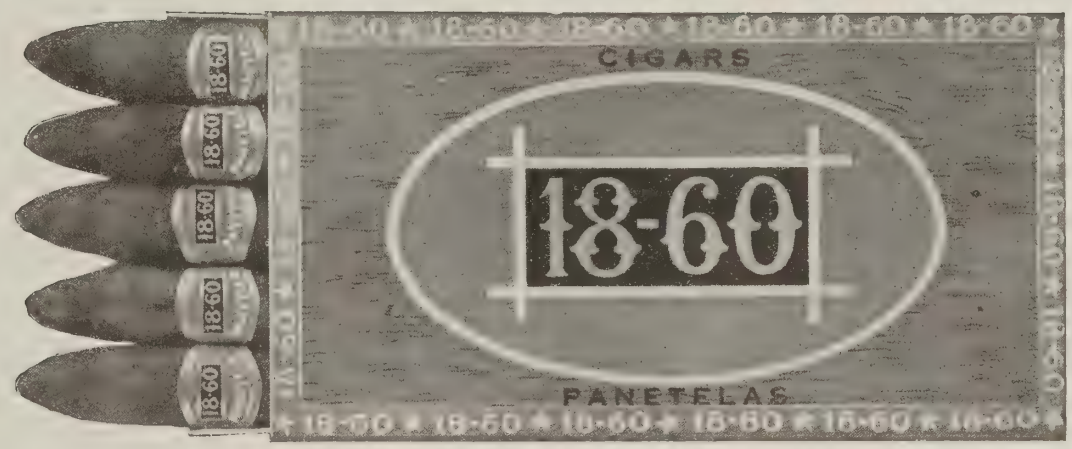
Marin Leon, the father of Jorge Leon, is the owner of the large tobacco plantations, and if nature is only willing, he is bound to harvest the finest leaf possible, as he thoroughly understands every detail pertaining to growing of the finest leaf.

Mr. Ramirez is the office manager, and it would be hard to find a man more capable of attending to the manifold duties and seeing that orders are filled and shipped with the utmost promptness.

There are altogether some 200 cigar factories in Tampa, but many of them are comparatively small, although generally growing. Changes are constantly going on. Some of the big concerns of former years disappearing while newer concerns press forward to take their places.

# 18-60

## 5 for 10c




## THE Hit of the Year

*WRITE FOR SAMPLES AND PRICE*

**S. MONDAY & SONS**

**34-36-38-40 SOUTH FIRST STREET**

**BROOKLYN, N. Y.**

**ESTABLISHED 1860**

**THE LARGEST INDEPENDENT MANUFACTURERS OF LITTLE CIGARS IN THE U. S.**



Carrying Tobacco from curing Barns to Warehouse for fermentation. [illegible]

# PORTO RICAN CIGARS

## Of QUALITY AND REPUTATION

THESE BRANDS please the Consumer, therefore Jobbers and Retailers when buying Porto Rican Cigars should stock the brands which please their trade.

EL TORO




EL TORO

PORTINA




PORTINA

## PORTO RICAN AMERICAN TOBACCO CO.

17 MADISON AVENUE, NEW YORK CITY

# THE GREAT PORTO RICAN CIGAR INDUSTRY

## LEADER IS TURNING OUT MILLIONS OF SMOKES

By DAVID FRANKLIN MORRIS

THE Porto Rican American Tobacco Co. outclasses its competitors; it dominates its territory; it leads in production; it distributes cigars by the million throughout the United States; it is the chief exponent, the greatest advertiser, the most successful demonstrator of the quality of Porto Rican tobacco; in no other division of the cigar industry is any enterprise so conspicuously placed. Yet not enough is generally known of the really big things it has done.

The statistics that show the growth of Porto Rico's trade with the mainland in recent years tell partly, at least, the story of the development of the Porto Rican American Tobacco Co. Changed conditions in the cigar trade of the United States also are matters of history. Prior to the Spanish-American War, not one American in a thousand ever smoked a Porto Rican cigar.

To illustrate the difference today, take the State of Florida, for instance. There, despite the prestige of Tampa, Key West and Jacksonville cigar manufacturers, a leading brand of the Porto Rican American Tobacco Co., the Portina, outsells any brand of cigars made in Florida.

When the Spanish flag flew over the two islands, and tobacco could be sent from Porto Rico to Cuba unopposed and without paying any duty, thousands of tons of Porto Rican tobacco were shipped to Havana, year after year; for what purpose, it is unnecessary to say. Not a pound is sent now, of course, because Cuba, for the protection of Cuban industry, has imposed a prohibitive tariff.

That, in the days of old, Porto Rican leaf was frequently utilized in the manufacture of choice cigars in Havana, is well known. Yet, when such substitution was practiced, it did not always appear that the consumers were less satisfied with their cigars.

Similarly situated, lying in the same latitude, Porto Rico, like Cuba, has the climate most suitable for growing the finest tobacco. In the districts of Cayey and Caguas, the terrain and soil offer practically everything that tobacco requires to attain perfection. In fact, these two Porto Rican districts acknowledge but one rival in the world, and that is the Vuelta Abajo of Cuba.

In these highly favored districts, the Porto Rican American Tobacco Co. owns and operates extensive plantations. As the proprietor of the most desirable tobacco land in Porto Rico, the company has not stinted expense in developing its property. Having thousands of acres under cheesecloth and cultivating in the open an acreage three times as large as the shaded area, the Porto Rican American Tobacco Co. has spent much time, money and effort in ascertaining the conditions and methods most certain to produce a wild, aromatic tobacco of the highest quality.

With the special permission of the Dutch Government, two scientists that rank among the world's greatest experts in the cultivation of tobacco, were brought from Sumatra to Porto Rico. Employed for two years by the Porto Rican American Tobacco Co., they experimented with seed beds and did countless things in the way of making soil tests and plant selections. Investigations of various kinds, most thoroughly made, enable the Porto Rican Tobacco Co. to know, with scientific exactness, how to grow the best tobacco and cure the crop so that the leaf will give the finest flavor, aroma and burning qualities to the cigar.

Grown and made under the Stars and Stripes, Porto Rican tobacco and cigars do not have to pay duty before they are placed on the American market. Entirely exempt from the high tax which imported Havanas have to pay, Porto Rican cigars of superior quality can be sold for a moderate price.

When American troops went to Porto Rico in 1898, they soon ascertained that some good cigars were manufactured in Porto Rico. Boxes of smokes mailed home by soldiers created the first demand for Porto Rican cigars in the United States. Then, working on the reputation made by Porto Rican cigars widely distributed in small quantities, dealers having more avarice than scruples sold alleged Porto Rican cigars that were unquestionably inferior. Naturally, such tactics developed prejudice.

Now, however, Porto Rican quality is known. Porto Rican cigars, sold everywhere and constantly increasing their sales, are held in higher favor. The factories of the Porto Rican American Tobacco Co., in San Juan, Bayamon, Maniti, Mayaguez, Arecibo and Ponce, working to capacity, making 2,500,000 cigars a week, cannot produce cigars fast enough to supply American smokers.

Because of the unusually choice, most carefully selected tobacco used, and because of the expert knowledge, the sound judgment, the practical experience, the superior workmanship, the surpassing skill, the unremitting attention shown in their manufacture, Lincoln & Ulmer cigars, acknowledged leaders, are obtaining continually increasing flavor.

If "imitation is the sincerest flattery" Rodena, Coronilla and Flor de Putnam constantly are receiving the warmest praise. If others assert that their goods are equal to Lincoln & Ulmer's, whether they wish it or not, they are paying tribute to the high character, the dependability, the good business methods of the firm that originated the exceedingly handsome, more mild cigars that exemplify quality and are so popular today.

La Modinas, appearing in 20 shapes, appeal most convincingly to the smoker who prefers a genuinely good, high grade clear Havana. Rodena brand comprises 22 sizes; Flor de Putnam, which is largely sold in New Jersey, is made in all the popular shapes. Coronillas, in favor everywhere as the first cigars to demonstrate the perfection of the shade-grown wrapper, likewise come in every regular size. By reason of their merit, the four big brands of Lincoln & Ulmer recommend themselves wherever they are introduced.

The steady growth of the business of Lincoln & Ulmer, from an obscure little buckeye shop employing three workmen, to the new splendidly arranged factory, capable of an output of 60,000 cigars a day, well shows what can be done when experience and ability are combined with diligence and zeal. The progress that Lincoln & Ulmer have made in the past eleven years is satisfying and real. Their success is all the more gratifying because in every way it has been fairly earned.

By keeping more than abreast of the times, by meeting squarely the demand for the best, they have built up a trade, they have established a reputation. The additional facilities of the new factory, the realization of their desire to have all the work performed under the most approved conditions, permits them now to feel sure of accomplishing greater things. It can be truthfully said that they have the lightest, as well as one of the most sanitary factories in New York City.

The man who limits himself to a jitney, finds solace in El Toro, the popular Porto Rican nickel cigar. The smoker who desires to obtain at its best the inspiration of Porto Rican tobacco, in the Portina brand, can secure cigars of the highest grade. Most smokers now are aware that Porto Rican cigars, though sometimes a shade darker in color, are more mild than Havanas. The characteristic mildness of Porto Rican cigars is one reason why they are preferred.

The factory at Perth Amboy, N. J., where the Porto Rican American Tobacco Co. makes its blended cigars, the three brands being La Matina, Armuletta and La Verger, has a weekly output of 1,100,000, but such production, although the brands named are comparatively new, falls short considerably when it comes to meeting present demands.

With the blended line oversold by millions, the Porto Rican American Tobacco Co., continually urged by bigger orders for La Matinas, Armulettas and La Vergers, finds it advisable to erect another factory even larger than the present one at Perth Amboy.

## ROSE TIPS WIN MANY FRIENDS

**High Grade Cigarettes of Themelis Bros. Co. Find Favor With the Most Critical Smokers.**

The Themelis Bros. Co. is achieving unusual success in distributing their now famous Rose Tip cigarettes. Placed on sale in innumerable places frequented by men of discrimination and fashion, the Rose Tip cigarettes, because of their beautiful appearance and distinctive quality, are proving splendid sellers. Practically every order creates a repeat. Not only in the great cities, but in smaller towns, Themelis Rose tips are obtaining preference in clubs, prominent hotels, restaurants and cigar stores.

In New York cabaret places the Rose Tip has attained great popularity in a short time. At Atlantic City, it is a favorite smoke. At Newport, it is welcomed in the most exclusive circles, and so all along the line Rose Tip cigarettes win friends wherever they are introduced.

# The Joseph P. Manning Co. of Boston

## Its History and Its Trade Mark

THOSE interested in the history of Boston will undoubtedly be surprised to learn that the South Terminal marks the site where stood in 1859 the store of James Quinn, founder of the Joseph P. Manning Company, the largest distributors of cigars and tobacco in the United States, with one exception.

The exact location was 300 Federal St.

In 1870 the firm name was changed to Quinn Bros. & Leonard, and a chain of nine branch stores was operated for several years.

In 1878 the firm was dissolved and Mr. Quinn removed to 294 Federal Street and continued the business alone.

In 1881 Joseph P. Manning entered the employ of Mr. Quinn as office boy, the entire working force consisting of Mr. Quinn and three employees.

It is interesting to note that at this time ninety per cent of the tobacco business of New England was in the hands of the wholesale grocers, who carried large stocks and distributed to the retail grocers who did the majority of the consumer business.

Mr. James Quinn believed that the tobacconist should have the preponderance of the tobacco business, and with this in view he put out salesmen who, backed up by a number of first-class delivery wagons, soon revolutionized the tobacco business and laid the lines for its present-day operation.

In 1894, the firm of James Quinn Co. was established, Mr. Manning at that time being admitted to partnership.

In May, 1896, the concern moved to 165 Milk Street, and remained there until Jan. 1, 1899, when Mr. Quinn, after a successful business career of forty years, retired. Mr. Manning then formed a partnership with McGreenery Bros., successful wholesale and retail tobacco dealers at 214 Hanover St.

With the establishment of McGreenery Bros. & Manning, it was soon apparent to the partners that while they were sellers of tobacco and cigars, no reason existed to preclude their being successful manufacturers, so in 1900 a small cigar factory was opened under the personal supervision of Joseph F. McGreenery. Business prospered and the next year the plant of the Boston Cigar and Tobacco Co. was acquired.

Mr. Joseph F. McGreenery retired from the firm in 1901 and a new firm name of McGreenery & Manning was adopted. In 1902 new headquarters were procured at 24 Fulton St., the present location.




In February, 1913, Mr. John J. McGreenery passed away. The business had by this time assumed such a magnitude that it was deemed advisable to incorporate it, and the name Joseph P. Manning Co., was adopted. Those who are responsible for the furtherance of the interests of the corporation have all grown up with the business. They have, like Mr. Manning, mastered the details by having done the work themselves.

The officers of the Company are as follows:

President, Joseph P. Manning.

Vice-President and Manager, J. F. Logan.

Auditor, W. R. Wheeler.

Secretary, Clarence D. Hunter.

Manager Pipe Dept., Thos. J. Reardon.

Cigar Manager, D. F. O'Connell.

Credit Manager, J. M. Dwyer.

Mr. Arthur Milgroom is in charge of the shipping room, and Mr. Thos. J. McAdams the auto delivery department.

The annual sales amount to five million dollars and the territory covered embraces all of New England and a substantial portion of New York State.

Thirty-five salesmen are employed. Special pipe salesmen are sent out from Mr. Reardon's department and, being specialists, they have built up an enviable business, carrying today the finest line shown in New England.

A large part of the corporation's business is cigars and under Mr. O'Connell's able management, quality has become synonymous with the name Manning. The well-known brands, El Roi Tan, La Preferencia, Langsdorf and Fort Hill, are known wherever a smoker is looking for a uniformly first-class cigar at the right price.

Besides their own goods, Joseph P. Manning Company handle many of the best brands of other Boston manufacturers, such as "Blackstone," "Poet," "Quincy," "Harvard," "C C A," "M C A" and "7-20-4." The first box of "7-20-4" sold in Boston was by James Quinn & Co. in 1885 and from a small beginning the demand for this brand has grown to such proportions that it took five million cigars last year to satisfy it.

Fourteen swift autos are owned by the Company and it is a common sight to meet them in all parts of greater Boston on tours of delivery.

January 1st, 1916, will mark another step in the growth of the business. New quarters have been secured at 490 to 512 Atlantic Avenue, and a 4-story building sixty feet deep with a one hundred and twenty-five foot frontage will give much-needed room.

In closing it will be of interest to note the time that various members of the Company have been with it. Mr. Logan first served Mr. Quinn in 1892, and Mr. Wheeler 1896. Mr. Reardon came to McGreenery Bros. in 1895; Mr. Dwyer and Mr. O'Connell in 1900, and Mr. Hunter in 1906. To quote Mr. Manning, "All of them started at the bottom and by hard work and close attention to business rose to their present positions."

## WORLD'S LARGEST PIPE FACTORY

**It Is Operated by the Old Established House of William Demuth & Co., at Richmond Hill.**

William Demuth & Co., distributors of pipes of every sort smoked by civilized men, also own and operate, at Richmond Hill, Long Island, the largest pipe factory in the world. Attaining immensity undreamed of by William Demuth when he first opened his little store on Liberty street, in 1862, the Demuth pipe business now reaches around the earth.

Getting at the root of the matter, so to speak, the attention of the visitor inspecting the pipe factory of William Demuth & Co. at Richmond Hill is first attracted to the stacks and piles of briar root.



SECTION OF THE W. D. C. PIPE FACTORY BEFORE ENLARGEMENT.

From the root of the bruyere, a species of heather, found chiefly in Corsica, Southern Italy and Algeria, is made one of the most satisfactory pipe bowls known. From the regions where the best briar is grown, William Demuth & Co. import briar root blocks in great quantities.

At the factory, the blocks are graded by skilled pickers. Selected and shelved, the blocks are kept in an even temperature for ten days or more until they are thoroughly dried. Properly seasoned, trimmed to size, the bit of briar root is placed in a machine that develops the upper part of the bowl. Then, in a frazing machine is fashioned the lower part of the stem. Next comes the sandpapering, work that calls for the utmost skill, because sureness of eye and deftness of hand are required to bring out the fine lines of a pipe.

Examination, rigid and minutely searching, follows the sandpapering process. In the Demuth factory only perfect bowls are classed as finest quality. Defects, invisible to the unskilled eye, debar any bowl from receiving the stamp of highest approval.

Classified according to quality, the bowls are sent to the finishing room to receive an application of pumice stone and oil. Then they are cleaned, buffed and passed on to the fitting department. Of the cheaper pipes, the stems are tapped and threaded; the mouthpieces of celluloid, horn or rubber are screwed on; but for the finer grades, the mouthpieces of amber and vulcanite are all hand made and fitted with the greatest precision. In finishing, care is taken to eliminate every pipe that sweats or has a bad taste.

When Mayor Mitchell visited the Demuth factory, he was asked to select a briar block, which he did. Twenty minutes later he was handed a splendid pipe which in the meantime had been made, complete in every detail, from the block he selected.

Besides briar, William Demuth & Co. make pipes of all descriptions, from the most exquisitely carved meerschaum to the democratic corn-cob, from the cheapest clay to the most ornate gold mounting. They specialize in amber goods of the best quality, mouthpieces for pipes, cigar and cigarette-holders. They are specialists in bakelite, a chemical composition that is much approved for pipe mouthpieces and for holders of cigars and cigarettes.

Bakelite is an American invention that gives to mouthpieces, cigar holders and the like, greater strength, better wearing quality, superior brilliancy and more safety. It is odorless; it retains its lustre; it is tasteless; it stands high temperature; exposed to flame for a long time, it simply chars. Bakelite is sold entirely on its merits and not as an imitation of any other material.

The business of William Demuth & Co., comprising as it does the manufacture, importation and sale of pipes and smokers' accessories in every variety, despite its present size, is developing so steadily that the world's largest pipe factory will be made greater and the big store at 507 Broadway will be succeeded by a new place of business on a more desirable site, farther up town.

## CIGAR LEAF TOBACCO

(*Continued from page* 84.)

ment to whom all pay revenue and who have made political buncombe out of the hue and cry for equal rights and freedom from all semblance of undue advantage?

Every cigar manufacturer is affected by the law allowing cigars to be made in a bonded factory. The law provides that every box of cigars manufactured in bond, shall have the United States government stamp pasted on that box which practically specifies the cigars are made of Havana leaf tobacco regardless of the quality.

You will concede that some Havana tobacco is inferior to our domestic leaf, but the same stamp advertises it as Havana without qualification.

Cannot the American cigar manufacturers who have, after long years of hard work and great expense, established brands and reputation for producing a high class, good quality cigar, understand that any old cigar made out of any old quality of Havana is being advertised by the government in competition with their product?

What are you going to do about it? The same as you do about many other vital things? Let them drift until your business becomes water logged?

We realize we have made this article long for patient reading, but there are scores of other things and actual circumstances which could be written about, that would be interesting, corroborative and impressive.

However, if any person who reads this article is sufficiently interested to engage in a reasonable discussion of the subject, or, better yet, to co-operate in remedying the ills of the business, we suggest as a preliminary a reliable confidential bureau be established which will take it out of the hands of leaf growers, packers, importers, wholesalers, cigar manufacturers, jobbers and dealers, until complete data can be obtained and reduced to a plan of action, to be confirmed and prosecuted by a proper commission or trade organization.

Don't fear that your name or information will be disclosed without your permission.

## VALUE OF CIGAR STORE WINDOWS

**The Enterprising Dealer Should See That He Gets Full Return from His Displays.**

The enterprising and up-to-date cigar dealer has a proper realization that his show windows are his best and cheapest means of advertising, and that if properly looked after they can be made real profit bringers.

This is particularly true in respect to the cigar dealer who specializes in pipes and smokers' fancy goods, because such merchandise is decidedly attractive in appearance, lends itself to particularly good window display.

A certain part of the rent—and a big part at that—covers the show windows. The should be looked to to bear their share of the expense. It is reasonable to conclude that if the show window isn't bringing in a little more than the dealer is paying for it, he is losing money.

The most successful window display is the one that arouses a desire for possession in the mind of the passer-by, for that, after all is the real mission of the window display. If it does not do that it is a failure, be it ever so attractive in arrangement and color scheme.

Reports from the battle fronts in France and Belgium, where the German troops have employed asphyxiating gases in their attacks, declare that chewing tobacco has been found to be an excellent antidote for the gas and has been the means of saving the lives of many soldiers.

"We thought we would try it," said one of the soldiers. "The results were satisfactory, and now when we notice the gas we just take a chew of tobacco which pulls us through."

DON'T FORGET THE MAN WHO FOUGHT THE GOOD FIGHT TO MAKE GREATER NEW YORK

# AN OPEN MARKET

THE TRADE IN THE METROPOLITAN DISTRICT ENJOYED AN OPEN MARKET FOR A SHORT TIME AND LEARNED HOW MUCH IT MEANT

**Courteous Treatment**
**Better Terms**
**Prompt Deliveries**

Remember that it was through the efforts of Mr. Locker that you had an open market, even temporarily, and REMEMBER THIS, TOO!

## THE FIGHT IS STILL GOING ON

And there may come a time when there will be NO MORE **METROPOLITAN** EXCLUSIVENESS; no more compulsion to buy largely from one jobber controlling a practical monopoly of certain brands. And above all, don't forget

## JOHN A. LOCKER

the head of the firm of E. Locker & Co., who after eleven years' litigation through both the State and Federal Courts, which involved time and money, succeeded in abolishing for some months the monopolistic jobbing contracts which had prevailed for a period of fifteen years, and which proved that he alone was capable to solve the great problem, the best proof of which may be found in numerous writings of our Mr. Locker, that appeared in the various TRADE JOURNALS the past several years.

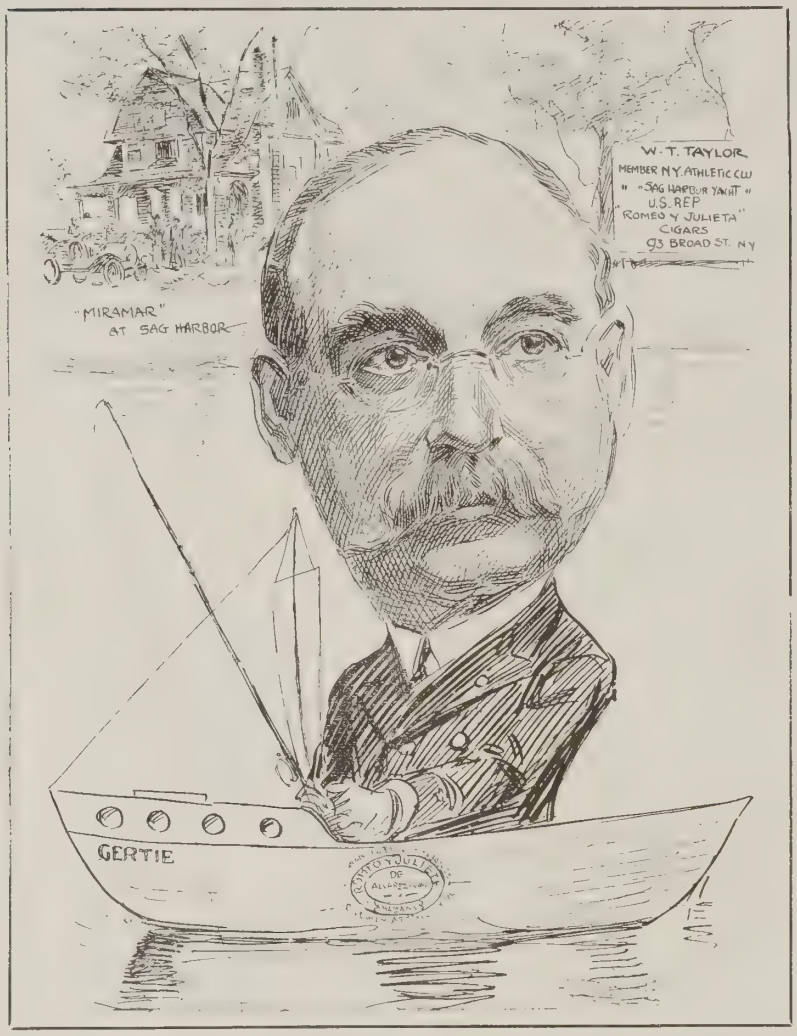
Mr. Locker declared in the columns of TOBACCO, March 27, 1913: "I am now engaged in a legal battle which will eventually mean the breaking of the Metropolitan Tobacco Co.'s 'Restriction of Sale and Exclusive Discount Contract,' and the restoration of the jobbing business of New York on a basis of equality." Mr. Locker is still fighting in the interests of the dealers of Greater New York. Soliciting your valued patronage, we are, obediently yours,

**Phone, Wmsburgh 3492**
**or write and**
**our representative**
**will call on you.**
**If it's**
**anything**
**in the line of**
**Cigars, Cigarettes**
**Tobaccos, Pipes**
**Playing Cards, &c.**
**WE CAN SERVE YOU BEST**

## E. LOCKER & COMPANY

**267, 269, 271 and 273 Bushwick Avenue .·. BROOKLYN**

# A PAIR OF WELL-KNOWN AND POPULAR CIGAR MEN




WILLIAM T. TAYLOR, U. S. REPRESENTATIVE OF ROMEO Y JULIETA.




RICHARD A. BACHIA, CLEAR HAVANA MANUFACTURER.

## KRINSKY CIGARETTE FACTORY

**The Biggest Concern in the Trade Making High Grade Union Label Goods.**

I. B. Krinsky, specialist in the manufacture of strictly union made cigarettes, occupies a place in the trade that becomes more important each year. The record of the House of Krinsky is the history of a business continually built up. Commenced in a small way, it was one of the industries that thrived on the Bowery years ago. But the quality of Krinsky's cigarettes supported by ability displayed in securing a market for the output of the factory, gradually expanded the enterprise to its present large proportions.

The Krinsky building in Brooklyn is a brick structure, especially erected to provide office room and factory space. Equipped with up-to-date machinery and arranged not only to facilitate work but also to allow the working force to have proper conveniences, the factory of I. B. Krinsky is said to be about the largest, and perhaps the most progressive establishment devoted exclusively to the manufacture of union made cigarettes in the United States.

Importing Turkish tobacco of the higher grades in large quantities, I. B. Krinsky has excellent material to work on always. The Krinsky policy is not to stint expense in procuring exactly the right blends for the different brands. Because Krinsky cigarettes, in all respects, are made with particular care, because they contain desirable tobacco blended to a nicety, the Fifth Avenue, Egyptian Heros, Turkish Students, and Cosmos brands are smoked and recommended from Atlantic to Pacific.

Morris Krinsky, a son of the founder of the House of Krinsky, is now the active head of the business. Graduating from the University of the City of New York in 1911, receiving the degree of LL. D., he has achieved in the past few years, rather remarkable success. His ablest assistant in managing the business is his sister. When Morris Krinsky is out of town, which is often, for he is a star salesman, Miss Krinsky most capably takes entire charge of affairs in the office.

## WHO WANTS TO STOP SMOKING

**Where Did the Idea Originate That Those Who Enjoy the Weed Would Give It Up if They Could?**

By Karl Frederick.

SOME people seem to think that every man who smokes would like to stop smoking, but that the habit has such a hold upon him that he simply can't do it.

Indeed, a good many people have had visions of getting rich quick by advertising nostrums for curing men of the tobacco habit, but none of those who have placed these nostrums on the market have realized the fortunes they expected.

The plain matter of fact is that mighty few smokers want to be cured of a habit that gives them so much solid satisfaction, with so little possibility of harm of any sort.

You may say that the world did without smoking for a mighty long time, why not now? Well, the world got along without bath tubs, and electric lights and grape fruit for breakfast, and a good many other luxuries, for a good many centuries, and yet nobody would urge that people stop bathing, or go back to oil lamps or tallow candles, or cut out the fruit for breakfast.

But everyone must admit that since tobacco was introduced to the world it has witnessed the greatest things done by brain power. Tobacco did it. Why, almost every conceivable invention from sewing machines to submarines, from photographs to phonographs, has been developed by a man who smoked tobacco. The brains responsible for our present civilization are found mostly in the tobacco era.

The Ladies' Home Journal, a periodical that wields a wonderful influence, advises girls not to marry a man who does not smoke. The editor of that publication rightly contends that the non-smoker is likely to get irritated after dinner, whereas a smoker would be quiet and behave himself, soothed by the balm of a fragrant Havana.

The normal man gets more consolation from tobacco than from any other commodity that is bartered and sold by man, and mighty few persons who have learned to enjoy tobacco in any sort of moderation have ever been seriously harmed by its use, Dr. Charles Gaston Pease to the contrary, notwithstanding.

The wood from which briar pipes are made is not the root of the briar rose, but the root of a large heath known in botany as the erica arboreo. The English word briar is a corruption of the French bruyere.

# Que Placer

## Mild Blend

## HABANAS

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**Metropolitan Tobacco Co.**

NEW YORK

## THE GARCIA GRANDE FACTORY

**Splendid Business Built Up in Less Than Five Years by Julius Klorfein.**

Julius Klorfein, less than four years ago, had a tiny factory where three cigar makers were employed. The manufacturer of Garcia Grande cigars today gives employment to more than 300 people, and his new factory on Broome street is one of the busiest places in New York. Klorfein, compelled to struggle, unaided by capital, ventured into a new field. Following ideas of his own regarding what the public wanted, he originated the Garcia Grande cigar. The brand made a hit, immediately proving that a shade-grown wrapped cigar of the shape and quality of Garcia Grande could be made popular. By using good judgment and working hard constantly, Klorfein increased his success.

As the demand for the brand grew, distribution was extended from New York to other cities. In certain quarters, wonder was expressed how Klorfein "could get away with it." But he kept on; steadily, week by week, the orders he received became larger and more numerous. Garcia Grande cigars largely advertised themselves; once introduced in a place, the brand commenced to repeat. Each month saw a larger working force in Klorfein's factory; every day added to the number of smokers who bought Garcia Grande cigars.

In practically all parts of the country now, Garcia Grande cigars are sold. The cities having the more important distribution are New York, Chicago, St. Louis, Kansas City, Milwaukee, Louisville, Philadelphia, Minneapolis, Cleveland, Cincinnati, Washington, Boston, Oklahoma, Houston and San Francisco.

When it first seemed sure that success was coming his way, Klorfein arranged to secure more than a year's supply of desirable tobacco. In Connecticut he made big purchases of fine shade grown wrapper. But not until he went to Cuba and began to buy choice filler in such quantities that the attention of the trade was attracted, did his importance in the market become publicly established.

Near Havana he acquired a place and opened a stripping factory, thus effecting the saving possible by having the tobacco stripped in Cuba and shipped to New York in barrels. Recently, he left his original factory on Fulton street and moved uptown, to 476-78 Broome street and 62 Wooster street. Though the new location afforded better quarters and much more room, business is developing so rapidly that Klorfein already has made arrangements to secure additional factory space.




JULIUS KLORFEIN'S STRIPPING FACTORY IN CUBA.

With an up-to-date factory, adequate equipment and a larger working force, Julius Klorfein is kept busier than ever before. The remarkable success of Garcia Grande cigars is



WAREHOUSE OF SIMON BATT & CO.

the best incentive to greater effort. The time is not far distant when the output of Julius Klorfein's factory will be 100,000 cigars a day.

## WHY SOME CIGAR DEALERS FAIL

**Because They Have the Habit of Too Often Saying, "We Don't Handle That Brand."**

A GOOD many cigar dealers fail to succeed, because they rely too much on unknown cigars of inferior quality, styled in the trade vernacular as long shots.

Of course a dealer cannot carry all of the good brands, but every enterprising dealer ought to handle at least the well-known brands of recognized high quality, to give tone to his stock. The following address delivered before an assemblage of retailers in Sioux City, Ia., by O. A. Klingman, on "The Retailer and His Trade," illustrates the point most forcibly.

"I went into a cigar store the other day and asked for a certain brand of goods and was told they did not handle it, that they never had any call for it. I said:

" 'You have one now. What are you going to do about it? I want those goods right now.' He replied, 'We do not handle it.' I said:

" 'Do you mean to tell me that in this town there is no demand for that brand?' He replied, 'Absolutely none whatever.' I told him I did not believe him.

"This was one of the largest stores in a town of about 10,000 population, and while I stood there six inquiries were made for that brand, and I asked him how he expected customers to come back to him time after time to be met with 'I don't handle it.' I said:

" 'Why don't you handle it? Is it because you do not think there is sufficient demand? Not at all. You have a lot of second-hand junk here that you tried to sell to me and to these other people. You put it on six different times and did not succeed in making a sale. Now then, I would get rid of those goods and put in the things the people really want.'

"He admitted to me that his trade was falling off and he could not understand it. I replied, 'That is the reason for it. I came into your store and asked for a certain thing, and you say in a most abrupt, grouchy way,

" 'We don't handle it.' I know there is a demand for it in this town, and that the people have it. Where do they get it? If you do not handle it someone else will. You had better learn what the demands of your trade really are and what they really want."

## CRYSTAL GLASS CIGAR BOXES

**One of the Up-to-Date Novelties for Effective Display Invented by P. A. Becker.**

A crystal glass cigar box, patented by P. A. Becker, of Brooklyn, is a novelty much admired. By those who desire some special receptacle for fine cigars, the glass box, which




exemplifies Becker's originality and inventive genius, will be just the thing wanted.

One manufacturer, induced to try glass boxes, found that the crystal packing really promoted sales. The box, enabling the cigars to be seen, was an advantageous container for finer Havanas. Nor did it cease to be desirable when empty. Such a box, susceptible of being beautifully decorated in various ways, well might be given place in a lady's boudoir. Or failing that, it is sure to be utilized somewhere.

*"The Success That Has Set Them All Talking"*

# JULIUS KLORFEIN

—MAKER OF—

# "GARCIA GRANDE"

**The big surprise of the Cigar Trade throughout the entire United States in the past few years**




The Mild Havana GARCIA GRANDE has broken all records in the trade

The Mild Havana GARCIA GRANDE is the fastest Seller in the World

**Julius Klorfein**

Factory and Office:
476-478 Broome Street
62 Wooster Street

**New York City**

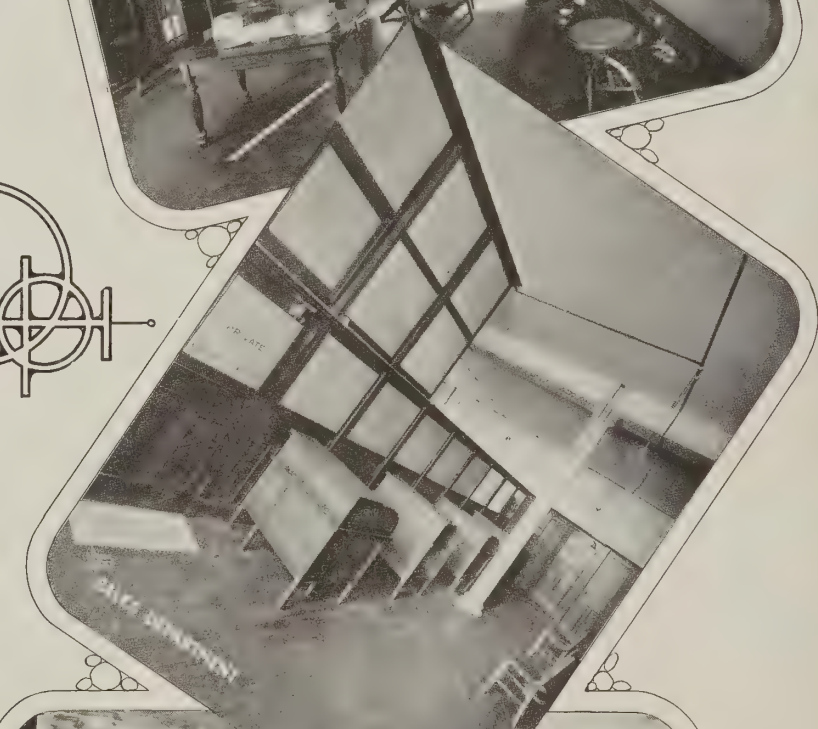
# SCENES IN LA RODENA CIGAR FACTORY

## *Lincoln & Ulmer, Proprietors*





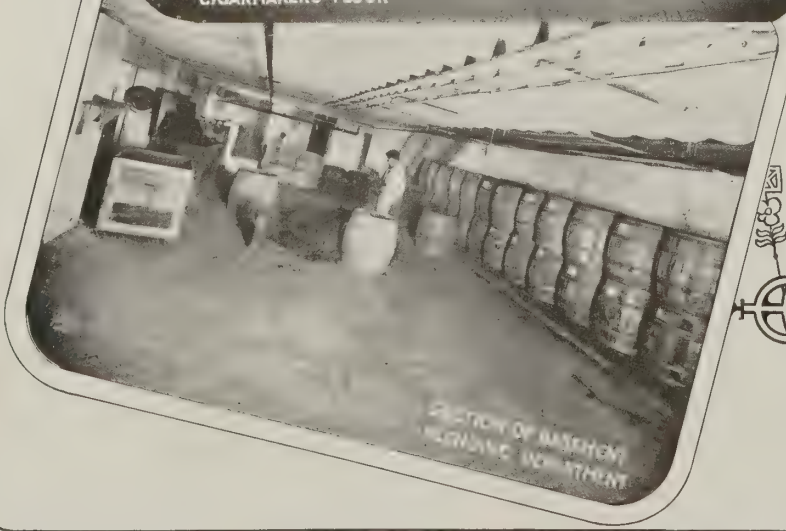


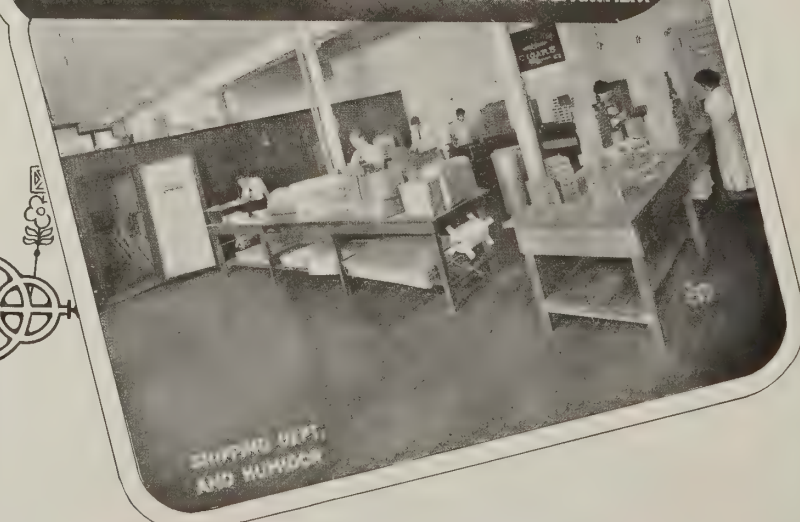












# THE CIGAR OF QUALITY

RODENA

GARANTIZADOS POR

A. RODENA Y CA.

REGISTERED IN U.S. PATENT OFFICE.

**MADE IN 22 SIZES**

**Lincoln & Ulmer**
109 and 111 Prince Street
New York

# WHAT A REAL TOBACCO TRADE ORGANIZATION CAN DO

## The Road to Remedy Trade Evils

By NICHOLAS EHRLICH

ORGANIZATION.—Never before in the history of the tobacco industry was it so necessary and important to have a general trade organization as it is now. The tobacco trade gives away more free merchandise than any other trade in the country. The tobacco retailers give away a five per cent. coupon while the retailers in any other trade give only a two and one-half per cent. coupon. The tobacco industry is often attacked in the legislatures and is burdened with more taxes than any other industry in the United States. The tobacco business suffers extremely from wasted rivalry. It has the keenest competition and receives the smallest profits of any other business in the land.

WHY?—Why is this? What is the answer? We have no organization strong enough to solve and settle all the problems in our great industry. *"General Tobacco Trade Organization" should be the slogan for* 1915. We have small local organizations, divided by cities, states and branches of the industry. Each one of them has done heroic and important work. Their representation has not been felt strongly enough, however, wheresoever it was most necessary. A general tobacco trade organization will collect all the scattered efforts and little powers of the many different organizations into one strong solid body for the protection of the general trade. We have many evils in the trade which must be treated. Different branches of the tobacco industry are often unjustly attacked in legislatures. If there is any increase of taxes tobacco is the first to carry the burden.

THE CHANGE.—Drugs, grocery, hardware, jewelry—and almost every other line of business has a general organization to protect its interests. The tobacco business, which amounts to about a half billion dollars annually and pays in taxes over eighty million dollars to the United States Treasury, lacks a general organization to take care of its interests in the country. The revolution and changes in other trades have reached the tobacco trade also. The public patronage of large department stores; the court decisions in favor of big business; and the late sentiment of Washington to give big business a fair chance brings us to the conclusion that in order to improve our tobacco industry *we must begin with general and practical constructive work. We must bring together all branches of our trade. We must cement all elements of our tobacco business into one solid and useful structure.* We shall forget old grievances and petty jealousies, for our purpose and aim must be to restore order and harmony in the tobacco trade. We shall maintain wholesale and retail prices for the benefit of the honest manufacturer and the hard working retailer. We shall protect the tobacco trade and its members from unjust and unreasonable attacks or treatment, whether it comes from the press, pulpit or legislature.



NICHOLAS EHRLICH.

PRICE-CUTTING.—The greatest evil in our tobacco industry is the ruinous price-cutting. Many manufacturers are forced to reduce the quality of their products in order to meet the prices of their rivals. Many dealers against their will must substitute popular brands with unknown products in order to make a profit on the sale. Many good brands are shelved by the dealers and sold reluctantly only in case of emergency in order to eliminate profitless sales. The last channel of distribution is the retailer's store, and if the retailer is not guaranteed a legitimate profit, all the efforts of the manufacturer to increase the gross sales will not bring the expected results.

All the long years of experience and labor, money and energy expended may be lost if the manufacturer does not get the sincere co-operation of the retailer. It is just and right for the manufacturer to establish the wholesale and retail price of his product. It will guarantee to the consumer an honest article for an honest price. It will assure the distributor an honest compensation for honest work. Price maintenance will create harmony and confidence between producer, distributor and consumer. The demoralization in the trade will stop and the standard of a tobacco merchant will be raised.

ARBITRATION.—Differences and misunderstanding between members in the trade should be adjusted by an arbitration committee. This would save them time, money and reputation, for the committee would regulate and adjust all complaints in the trade unselfishly and unbiased to the satisfaction of all concerned.

HEAVY TAXES AND POOR TOBACCOS.—The Agricultural Department of the United States spends over $20,000,000 annually for the improvements of agricultural products in the country. The tobacco industry pays in revenue and taxes over $80,000,000 annually. It surely is entitled to some share of the expenditure for the improvement of the quality of the tobacco leaf. Yet comparatively little is spent for this. It is a well known fact that the tobacco industry suffers greatly from the beetle evil. The problem of fertilizing tobacco soil has not been advanced very far. The quality of burning is a serious question with imported and domestic tobaccos. The Government tobacco tests are only of an informational character after all. A general trade organization will be empowered to advise and request the Government to employ the help of the best known scientific chemists for the recommendation of the proper fertilizer, and other aids for the leaf growers.

LITERATURE.—There is a feeling of want of tobacco literature on local topics and general vital questions which should be given to the trade free of charge. Tobacco as a prophylactic and antiseptic, tobacco as a consolation and companion of the lonely, tobacco as a friend of the worker and the idler, tobacco as comforter to the weary mind, tobacco as a messenger of hope and rest, peace and pleasure—should be written up in special booklets and distributed through the trade in every city and town.

SMOKER'S RIGHTS.—The smokers in this country pay millions in taxes annually. Therefore, they have a right to demand that smoking cars be provided on each train in every city and town. The boss prohibits the employee from smoking in the shop, his wife objects to his smoking in the house. Two New York public service commissioners, non-smokers, prevent

(*Continued on page* 116.)

# PUSH—DISPLAY—SELL

## these big profit makers

# LA MURIEN AND LA ZINDA

**These brands are meeting with great success wherever sold. This is evident by the fact that dealers selling LA MURIEN and LA ZINDA are commenting upon their wonderful tendency to make steady customers.**




**La Murien** is a mild Havana proposition made in several sizes and is appreciated by the most particular smokers.




**La Zinda** is a clear Havana cigar made of the best tobacco grown on the island of Cuba, of uniform quality and the best workmanship.

# ADOLPH HIRTENSTEIN

**330-332 Fourth Ave. - - - - New York**

## WHAT ORGANIZATION CAN DO

(*Continued from page* 114.)

him from smoking while traveling. Where then shall a man smoke? This question ought to be thoroughly discussed in a special folder, and freely given out to the voter with a request that he should make it an issue with his representatives in the legislatures. The smokers' rights should be considered and respected, by the legislator and by the public service commissioners.

Labor Troubles.—The industrial unrest is strongly felt in the cigar industry. Never before in all the conflicts between capital and labor, was an industrial bureau for information and advice so important as it is now. In many cases it would avoid strikes. Advice is necessary for the employer and more so for the employee. Hence, they need the counsel of an experienced body. Often indeed they receive impractical advice from untruthful or inexperienced men. Labor troubles in most cases can be adjusted if properly attended to. Adjustment can be made through a special bureau, which will have experts for settling differences at a small expense, thereby eliminating waste. Strikes at present are ruining manufacturers and demoralizing the workers. Examples of ruinous strikes have been evident in Cuba, Tampa, Key West and in many, many other tobacco centres in the union. Hence, if we would have a special expert body to take care of the industrial relations in the tobacco trade we would save the manufacturer his business and the worker his time, his money and his very existence. Reason, common sense and experience should be the leading factors of the industrial bureau. Leaders of practical knowledge with long experience of handling human nature should participate in such a bureau. In every instance it should use the fitting man who will adjust the trouble without error. Confusion, disorder and trouble would thus be avoided. Healthy and hearty co-operation between employer and employee could be secured through the services of such a bureau of a general trade organization.

Substitution.—The evil of substitution in trade marks we meet in almost every branch of the trade. A trade mark is an asset to a manufacturer. It embodies the results of much valuable time, money and energy, expended in advertising. It is the guarantee from the manufacturer to the consumer that the name means quality and value. Any manufacturer who tries to substitute or imitate a trade mark, is stealing and destroying the property of the manufacturer who owns it. A general trade organization will be able to deal effectively with infringers of commercial ethics and violators of business morals and business laws.

Over-Taxation.—We consider the tobacco products a necessity used mostly by people who are not wealthy. The most of the tobacco products are purchased for small amounts between five and 15 cents, and therefore taxes ought to be collected in a moderate way. The burden of taxes on this product, however, is heavier than on any other product in this country, with the exception of alcoholic drinks. Any increase in the cost of the Government strikes first the tobacco industry. A general trade organization will have the proper representation before the legislatures and prevent an unjust and unequal distribution of taxes.

Fanatics.—The sweeping reform movement often throws out to the front some fanatics or ambitious politicians who for some reason or other will attack the use of tobacco. They may introduce bills in legislatures which will cripple one or more branches of the tobacco trade. It is important to have a vigilant body watch carefully these reforms, to check this undesirable movement in its infancy and encourage laws which whill benefit the tobacco business.

Foreign Trade.—We are sure that the European war will end in the near future, and international commerce will resume its function with more energy and vigor than ever before. The United States will be a dominant factor in the world's commerce for many, many years to come. America has the best tobacco leaf, the finest tobacco products and the most skillful and artistic workmanship of tobacco products in the world. Why not establish agencies in all the European countries to create a demand for American tobacco merchandise. Such agencies would represent the American leaf grower and manufacturer in Europe and as a result will relieve the market here from overproduction for the benefit of everyone engaged in the tobacco business.

Discriminations.—Unjust and unreasonable discriminations against tobacco products by railroads and insurance companies, are greatly felt in our industry. The Fibreboard fight shows the seriousness of discrimination practised against the shipments of cigars and cigarettes. While the shipments of liquor may be made in fibre containers without strap, cord or seal, cigarettes cannot be shipped the same way. Although in the State of North Carolina the shipment of cigarettes is permitted in strawboard containers, in other states it is not permissible. The freight rates are in some territories doubled, and the extra expense and difficulties of shipment is considered an economic waste of time and money. Complaints of individual concerns have little effect in the Government bureaus. Only a general trade organization will be able to make a forceful effect on the lawmaking and executive bodies to liberate the tobacco products from all and any discriminations.

A Shameful Evil.—Refilling of cigar boxes is one of the shameful evils we have in our trade. It takes years of time, and a considerable amount of effort and money, to establish a trademark in the market, to make known to the consumer that a cigar made in a certain factory packed in a box with a certain name is the same he has been using for years. The consumer getting used to the blending of this particular cigar relies upon the name of the manufacturer and the brand which assure him that he will continue to receive the same kind of quality and flavor he has been used to. Then comes a refiller—an infringer of the manufacturer's rights—robs the manufacturer of his good name and reputation, and cheats the consumer of his usual pleasing smoke. The general trade organization should employ all its power to protect the manufacturer and consumer against the evil of outrageous box stuffing which is considered unlawful, unethical, and immoral.

Tobacco Education.—With the development of department stores, chain stores and mail-order houses, the number of stores dealing strictly with cigars has been reduced considerably. The tobacco business became a side issue with general stores, and it is due to this that the tobacco products are greatly suffering. The tobacco product is quite different from any other product. You cannot place tobacco or cigars anywhere and keep it any length of time without injuring the flavor, color and taste. It requires a certain humidity, special care and knowledge of handling it. It is to the interest of the tobacco industry to educate the retail dealer about the handling and selling of tobacco products. It will also be of great benefit to the retail dealer to learn and know all about the goods he sells. It will help him to save much of his tobacco trade and keep the customers he makes through strenuous effort. A general trade organization will greatly assist in accomplishing this task.

Salesmanship.—We have manufacturers who are leaf specialists, expert blenders and artists of skilled workmanship; yet many of them make little progress with their products in the market. Why? Because the ability of making a good article is not sufficient. We must have the ability of marketing it. Many salesmen in our trade do not answer the purpose of their mission. A salesman is a man who represents or misrepresents his house. A good article produced by a skillful manufacturer is only an idea or a good thought. It does not actually become valuable until the thought is expressed in useful action. The good article receives its value only when it is well distributed. No manufacturer would trust his material to an unskilled worker for experimentation. Yet he often trusts his product to an untrained salesman.

The reason for this is that the manufacturer or his manager, although skilled in production, knows little of scientific salesmanship and laws of psychology. The manufacturer will not pay $50 a week to a man who is worth $75, but he will often pay to a man $20 when his value to the concern is only $10. One-fifth of the salesmen do four-fifths of the business and four-fifths of salesmen do only one-fifth of the business. Many good salesmen are underpaid and neglected, while poor salesmen, but flatterers, are overestimated and overpaid.

The science of efficiency and economy in salesmanship is yet in its infancy. We have but a few experienced experts in this country who have made a special study of human nature in the direction of commerce and business. No individual concern is able to obtain the services of these specialists properly and systematically at a reasonable price. Only a large trade organization would be able to obtain, arrange and engage the services of these specialists.

A general trade organization can organize lecture centres in all large cities of the country. The tobacco salesman should be trained and directed by the expert human nature specialists. As it stands now the average salesman's efficiency reaches only 30 per cent.; while under the care of these experts through the general trade organization, the average salesman will be able to increase his efficiency to at least 70 per cent.

"Just As Good."—No trade suffers so much

(*Continued on page* 120.)

# BACHIA'S HAVANA CIGARS

## FOR MEN OF MEANS

Since first offered on the market 12 years ago, the sale of the BACHIA BRAND has steadily increased. Superior quality, the best workmanship, and RELIABLE UNIFORMITY is the reason why!

This standard we shall continue to maintain, as we have a large stock of choice 1913 Vuelta Abajo tobacco, and so will not be affected by the total failure of the crop this year.

All our cigars have our trademark band.

Write for illustrated circular and price list.

## R. A. BACHIA & CO.

**47 West 16th Street** **NEW YORK**

# SOME AWARDS
## by the
## Panama-Pacific International Exposition

To the
VAN DYCK CIGAR
the
MEDAL OF HONOR
*Highest Award in Its Class*

To the
ROBT. BURNS CIGAR
the
MEDAL OF HONOR
*Highest Award in Its Class*

To the
LA DILIGENCIA CIGAR
the
MEDAL OF HONOR
*Highest Award in Its Class*

To the
REIO CIGAR
the
MEDAL OF HONOR
*Highest Award in Its Class*

To the
OWL CIGAR
the
MEDAL OF HONOR
*Highest Award in Its Class*

To the
LITTLE BOBBIE CIGAR
the
GOLD MEDAL
*Next to the Highest Award in Its Class*

To the
GENL. ARTHUR CIGAR
the
GOLD MEDAL
*Next to the Highest Award in Its Class*

**United Cigar Manufacturers Co.**
**Theobald & Oppenheimer Co.**
**M. A. Gunst & Co., Inc.**
**Moreda & Co.**

# COMMENT

IT is a pleasant sensation to be the recipient of high awards, five Medals of Honor and two Gold Medals.

We frankly enjoy the honors which have been bestowed upon several of the brands we manufacture, by the Panama-Pacific International Exposition.

But, because we have exhibited our brands and because they have won high honors, we do not want anyone in the cigar business to mistake our attitude.

The genuine approval of our brands, by the cigar trade, is a higher honor and more important to us than any distinction which an international exposition could grant to our products.

But higher still, we believe, in honor and importance, both to us and to the trade distributing and selling our brands, *is the approval of the smoker himself.*

That is what we are working for.

**United Cigar Manufacturers Co.**
**Theobald & Oppenheimer Co.**
**M. A. Gunst & Co., Inc.**
**Moreda & Co.**

## WHAT ORGANIZATION CAN DO

(*Continued from page* 116.)

from substitutes and "Just as good" articles as the tobacco trade. A manufacturer may apply his life-long experience to make a particular blend for a good tasting cigar. Yet a competitor may introduce an inferior article and through misrepresentation the consumer may be switched over to that inferior brand. It is advisable that when a consumer smokes a mild clear Havana cigar he should know it, and not be deceived by any substitute. It is the consumer's privilege and right to know more about the product he is using. To make him understand why he likes a certain brand and explain to him the benefit of a product made in a modern factory—all this should be the aim and duty of a general trade organization.

Trade Lectures.—We have now better and finer tobacco products than we had 20 years ago. We hope that in the near future by the latest modern methods and improvements we will have a tobacco product still better and still finer than we have now. We have several million men belonging to different fraternal societies in this country. Most of them are smokers. They arrange smoking entertainments every now and then. I can say from experience that at such entertainments lectures on tobacco are gratefully appreciated by the members present. It is, therefore, advisable that a general tobacco trade organization with the assistance of the tobaccco trade papers should prepare and organize a corps of lecturers to meet the demand. These lectures will increase the sale of tobacco products of a higher grade. It will bring the consumer closer to standard brands of high quality. It will reduce the amount of substitution and increase the respect and gratitude from the smoker to the tobacco merchant.

Trade Press.—A most important function is performed in the tobacco business by the trade press. Each paper has an individual character and all together are enlightening, instructive and teaching the tobacco man how to do more and better business and how to win respect from the customer and gain his confidence in their merchandise. However, many tobacco men do not realize the importance of subscribing or reading the trade papers when subscribed for. A general trade organization would endeavor to see that each member of the trade should read at least one good trade paper and be posted on the progress of the trade.

Attention.—We call the attention of all the thinking tobacco merchants to the great need and importance of a general trade organization. All the individual organizations in our tobacco trade should strive to a general organization. A general organization should have the object in view of uniting all individual organizations into one significant factor in the tobacco trade for the benefit of all of us. Its purpose should be to build and construct a prosperous tobacco industry for the good of all the members in the trade.

### Who Can Remember?

When Edward Wodiska of Corall, Wodiska & Co., was one of the most popular young, romantic actors in the United States?

When R. M. Ellis was a telegraph operator?

# WHO CAN REMEMBER?

When J. H. McPike was in the cigar business in St. Louis?

Nat J. Rice was selling Pittsburgh stogies for R. & W. Jenkinson?

When Tom Gray was general sales manager for O'Halloran & Co.?

When Gen. E. B. McAlpin the tobacco man was a baseball magnate?

When George J. Whelan was a salesman for High Admiral cigarettes?

When Powhattan G. Gordon was selling George W. Childs cigars?

When the Butler Bros. were office boys for the Kinney Tobacco Co.?

When Vanity Fair cigarettes were one of the leading brands in America?

When Asa Lemlein was one of the biggest tobacco jobbers in New York?

When Leopold Powell was a traveling salesman for Julius Ellinger & Son?

When the late Daniel Quinn was the best known tobacco jobber in Boston?

When Lichtenstein Bros. & Co. were making the Lord Tennyson cigar famous?

When George L. Storm was conducting a retail cigar store on Sixth avenue?

When the late Tom Allen was a partner of John L. Sullivan in a Broadway cafe?

When D. H. McAlpin & Son were packing gold coins with their chewing tobacco?

When Eugene Vallens began making the Preferencia brand of cigars in Detroit?

When Robert E. Lane was clerk in the retail cigar store of the late Julius Blankenstein?

When Lozano, Pendas & Co., was one of the best known clear Havana firms in the trade?

When the old Straiton & Storm cigar factory in New York was the largest in America?

When the Manuel Garcia was the biggest selling brand of imported cigars in New York?

When one of the biggest plug tobacco factories in the world was located in Brooklyn?

When Thurber, Whyland & Co. were the biggest cigar and tobacco jobbers in New York?

When Oscar Hammerstein, of grand opera fame was a cigar maker working at the bench?

When Sam H. Harris was working in the New York cigar factory of Sanchez & Haya?

When the late Moses P. Wetmore of St. Louis started to put the Tobacco Trust out of business?

When John W. Merriam was a plug tobacco salesman for Paul J. Sorg of Middletown, O.?

When the big tobacco factory of Anderson & Co. was located on Liberty street, New York?

When the late I. B. Krinsky began making the first Turkish cigarettes in the United States?

When Jac Wertheim was senior member of the newly organized firm of Wertheim & Schiffer?

When the late Ferdinand Hirsch was United States representative for Henry Clay & Bock & Co.?

When Percival S. Hill first entered the trade in connection with Blackwell's Durham Tobacco Co.?

When Thomas H. Hall first began using painted sign boards to popularize Between the Acts?

When "Uncle Billy" Daniels was one of the best known characters in the cigar trade in Chicago?

When John W. Surbrug was working behind the counter in his father's cigar store on Ann street?

When the late John Blakeley had one of the best known cigar stores in Down Town, New York?

When the cigar stand of the late John Kelly, on Park Row, was one of the landmarks in New York?

When Marcelino Perez of the Tuval factory was conducting a retail cigar store in New York?

When Roth, Bruner & Feist had one of the biggest little cigar factories in the world in Cincinnati?

When the "generously good" George W. Childs was the biggest selling five-cent cigar in America?

When a single factory in New York made more clear Havana cigars than the entire State of Florida?

When the Drummond Tobacco Co. of St. Louis was carrying on a big fight against Liggett & Myers?

When Planet and Neptune brands of plug tobacco were on sale in every grocery store in New England?

When James B. Duke brought the first shipment of Cameo cigarettes to New York on a sailing vessel?

When the late M. Falk, founder of the Falk Tobacco Co. was a traveling salesman for Cameron & Cameron?

When Tampa was a fishing village on the sand dunes of Florida with a population of only a few hundred people?

When the late "Baron" Baker, then one of the best known salesmen in America, was selling Glaccum cigars?

When the Solace brand of fine cut chewing tobacco was on sale in practically every corner saloon in New York?

When the Hoffman House Bouquet was the best advertised and largest selling brand of ten-cent cigars in America?

When the Boston house of Estabrook & Eaton began to introduce their Marguerite brand of cigars in New England?

When the late R. W. Tansill was fast becoming a millionaire introducing Tansill's Punch, five-cent cigar to the trade?

When practically every cigar store in New York had a window display of Seal of North Carolina smoking tobacco?

When the prince of good fellows, Robert Brown, was making the Robert Burns the biggest selling ten-cent cigar in New York?

When the late Anthony Schulte started in the retail cigar business with a single stand in French's hotel, which stood on the present site of the New York *World* building?

# 44 Years the Standard

## by which

# ALL CLEAR HAVANA CIGARS

## Have Been Judged

# MILD KEY WEST HAVANA CIGARS




THE GATO TRADE MARK




*Write For Open Territory*

# E. H. GATO CIGAR COMPANY

**Factory: Key West, Florida**

**OFFICE: 203 WEST BROADWAY, NEW YORK**

# The Famous House of Gato

## Old Established Key West Firm Has Been Making Clear Havanas Since 1871

EDUARDO H. GATO is a name that means much to many smokers. From coast to coast for 44 years, the excellence of E. H. Gato clear Havana cigars has been acknowledged.



FERNANDO H. GATO.

Since 1871 the brands of E. H. Gato have been guarantees of quality. Persistently maintained, despite competition, for more than a generation, the honor of having the largest distribution of clear Havanas "West of the Rockies" belongs to Eduardo H. Gato. Though Key West recently celebrated its centennial, the man who helped most to put Key West on the map, prominently so far as clear Havana cigars are concerned is Ed. H. Gato.

The E. H. Gato Cigar Co., a quarter of a century ago, manufactured millions of good clar Havanas annually. In the trade today, notwithstanding the stress and changes of passing years, the prestige of Gato, never impaired, is even higher and the output of the big Key West factory contributes more importantly to the cigar supply of the United States.

When Eduardo H. Gato went to Key West, he made history in the clear Havana cigar business. He saw the possibilities of the situation. He realized that, for cigar-manufacturing, Key West had the climatic advantages of Cuba. On American soil, only 90 miles from Havana, he laid broad the foundations of a great cigar industry. By building up his business, E. H. Gato became the richest man, the most important citizen in Key West.



ASA LEMLEIN,
Sales Manager.

His ability to select tobacco greatly assisted his success. In the most favored districts of Cuba he sought for leaf having a particular richness, a special aroma. He knew practically every grower in Vuelta Abajo; he would go out of his way to obtain even a small quantity of extra choice tobacco.

The high standard he established at the commencement of his career as a manufacturer has never been lowered. Cost what it might, he has always assured himself of the superior quality of the leaf used in making E. H. Gato cigars.



TOMASO H. GATO.

The E. H. Gato brands, introduced on the Pacific coast many years ago, yet are in highest favor from San Diego to Alaska. In San Francisco, where the consumption of clear Havana cigars has been, and is, proportionately greater than in any other large city in the United States, E. H. Gato Cigars have upheld their reputation as the best sellers.

In Alaska, during the first rush, numerous miners cheerfully traded gold dust, valued at $18 an ounce, for E. H. Gato cigars. In some of the camps, the rate of exchange was an ounce of gold for a dozen Gato perfectos. Gatos lead all other brands distributed in Alaska today.

If Californians and Alaskans exhibit marked preference for E. H. Gato cigars, inhabitants of other States are hardly less partial. The enormous total distribution of the Boquet de Eduardo H. Gato, La Estrella, Cressida and Mi Preferida brands, all Cuban hand made cigars guaranteed to be strictly high class tobacco, continues because smokers know that "Gato 1871" on cigars like "24 karat" on gold is an attestation of the highest quality.

The officers and directors of the E. H. Gato Cigar Co. are: President Eduardo H. Gato and his four sons, Fernando H. Gato, vice-president; Eduardo H. Gato, Jr., vice-president and secretary; Francisco H. Gato, director, and Tomaso H. Gato, director. Asa Lemlein, the general sales manager is a man favorably known to the cigar trade of the entire country.



EDUARDO H. GATO, SR.



FRANCISCO H. GATO.



EDUARDO H. GATO, JR.

## NEW USE FOR THE TRADE PAPERS

**How Some Enterprising Dealers Are Employing Items and Advertisements in the Show Window.**

Did you ever notice that the time-honored practice of pasting a newspaper clipping on a piece of cardboard and putting the card in a show window never fails to attract attention?

While window display experts are racking their brains for new ideas with which to attract the passing public, this plan never weakens in its efficacy.

Dozens, oftentimes scores of people will stop and wrinkle their foreheads and strain their eyes rather than miss what the clipping has to say.

Therefore, the custom of using newspaper clippings in window displays may be accepted as a good one. Results count.

It seems that now, after trade papers—some of them, at least—have been published for many, many years, dealers are beginning to see the possibilities offered in every issue.

For example, if you see a particularly striking advertisement of a brand you carry, cut the advertisement out and put in the window on a bit of cardboard. There's a news item about a brand or a man connected with your store, or with the passing public, cut it out and do likewise.

Turn the trade paper to good account. If you're keeping a file of the paper and don't care to mutilate copies, you are sufficiently progressive to be able to afford two subscriptions, so have one subscription sent for use in cutting out and pasting up, and the other for use in your file.

Aggressive members of several trades have already seen the wisdom of actually using their trade papers in this manner.—*Retailers' Journal.*

"A pipe, a stogie or a cigar on Sunday will rob no man of the reward of the just in the hereafter. The enjoyment of a smoke will put him in a better frame of mind for the proper observance of his day of rest."

# The New Bachelor Cigar

ONE OF THE LARGEST AND BEST SELLING
5c. CIGARS IN THE UNITED STATES




T. J. DUNN & CO.
Makers
438 & 440 East 91st Street - New York

# SOMETHING ABOUT "TOBACCO" AND ITS FOUNDER, THE LATE T. H. DELANO

By C. FRED: CROSBY

TOBACCO has been a positive force in the trade which it represents for nearly 30 years. The first issue of TOBACCO appeared Friday, May 14, 1886, and that date marks the beginning of a new era in tobacco trade journalism as TOBACCO was able almost at the outset to revolutionize the attitude of the trade toward trade papers.

It is difficult for the present generation in the trade—the men who have come upon the stage of action since TOBACCO came into being—to appreciate the old conditions. In the days before TOBACCO appeared to blaze the path and demonstrate the possibilities that its founder had so clearly perceived, the existing tobacco trade journals were hardly a credit to the trade. They were but meagerly supported, and as a consequence were crudely edited and poorly printed, contained no illustrations, no special features, and in a word nothing that was likely to win for them the regard or esteem of any considerable number of readers.

**How the Trade Press Was Formerly Regarded.**

Before TOBACCO had demonstrated the possibilities of advertising in a first-class tobacco trade paper, no one in the cigar and tobacco industry had ever looked upon such advertising seriously as a business proposition. Instead of looking upon the money that was spent for space in a trade paper as an investment, which, judiciously and properly expended, was certain to return a handsome profit to the advertiser, they were prone to regard the expenditure from one of two standpoints—as fire insurance or as a charity.

In other words, the money was paid for space in trade papers either to purchase immunity from editorial slings and arrows of a personal character which might be, and too often were, directed against the members of the trade who refrained from buying space; or else it was handed over, more or less grudgingly, because the trade papers were looked upon as a sort of poor relation of the trade that must be supported in some way while they lived, although the great majority of manufacturers seemed to feel that it might be regarded as a wise dispensation of Providence if the trade papers would succumb to insufficient sustenance and quietly suspend.

The manufacturers were not to be blamed for this attitude. The tobacco trade papers anterior to the appearance of TOBACCO had little circulation and less influence. They were big blanket sheets, each page as large as the average daily newspaper of the present time; they were crudely printed on the flimsiest paper, with practically no attempt at illustration, either in the news or advertising columns.

There was not the slightest attempt to cover the news of the trade in a thorough and systematic manner. The editors of the tobacco trade publications of that time were not themselves trained newspaper men, and the incomes from the papers would not admit of regular correspondents being maintained at important centers, or of special reporters with expert knowledge of the various branches of the trade to cover the local field.



C. FRED: CROSBY, EDITOR OF "TOBACCO," WHO PRESIDED AT THE BILTMORE CONFERENCE.

But the inherent weakness of the tobacco trade papers of those days was that they never made the slightest effort to interest jobbers and retail dealers. The great mass of dealers scarcely knew of their existence, and hardly one in five thousand of the retail members of the trade had ever seen a copy of a tobacco trade paper.

The publishers regarded it as useless to attempt to reach the retail dealers, and such meagre circulation as they had was confined to leaf dealers and manufacturers. Of course, the manufacturers could not expect to sell their product to each other, and under the circumstances it is scarcely to be wondered at that the possibilities of advertising in the existing trade papers did not appeal to them.

It was at this juncture that the first issue of TOBACCO made its appearance, with the long familiar heading which is reproduced in connection with this article.

TOBACCO was founded by the late Thomas H. Delano, a man of wide experience and great force of character, who had given the matter much deliberation and serious thought, and who recognized that a radical departure from existing methods was imperative if the publication was to succeed. He realized that there was only one way in which the advertising pages could be made valuable to the manufacturers—and that was by securing a large number of subscribers among the distributors and dealers who handled cigars and tobacco.

As he formulated his plans he foresaw that he must make a paper that would be of interest and value to these people, not only a paper which they might be induced to subscribe for, but a paper which they would actually read with interest and profit.

**Pathfinder of Tobacco Trade Journalism.**

It is well to remember that Mr. Delano was practically without chart or compass to steer by. Things that are today considered the common property of all tobacco trade papers had to be invented and devised by him. He made TOBACCO the Pathfinder of Tobacco Trade Journalism, and it has been persistently imitated and followed by its contemporaries.

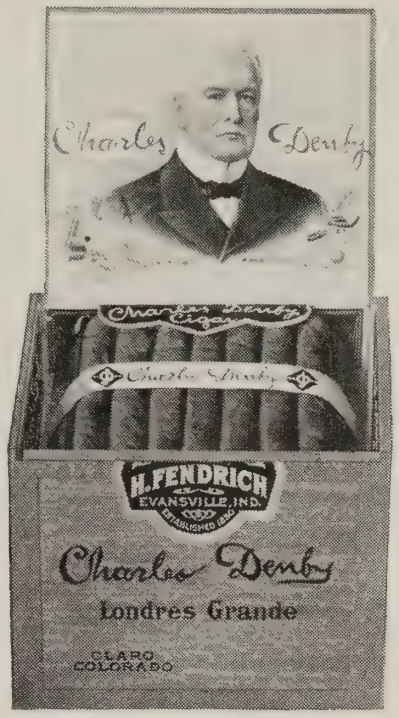
TOBACCO discarded the old, cumbersome blanket page form; was printed upon good paper; introduced illustrations; employed trained newsgatherers; engaged regular salaried correspondents; originated the system of publishing valuable trade statistics; and secured and printed special articles prepared by expert authorities upon store equipment and window display. In each and all of these things it has been imitated by contemporaries.

In the first issue of TOBACCO, nearly 30 years ago, its principles and purposes were outlined, under the modest caption, "About Ourselves." The platform then laid down, was as follows:

**Platform Laid Down 30 Years Ago.**

"This is the initial number of TOBACCO—a journal devoted to the interests of wholesale and retail dealers in every form of manufactured tobacco. The general tobacco industry of this country is so vast it is hardly possible for one journal to cover the whole field. There are now able journals looking after the interests of the planter and the manufacturer.

(*Continued on page* 126.)




# THE CIGAR YOU WANT




# Charles Denby

## YOU SEE THEM EVERYWHERE



**Largest Individual Cigar Factory in the World**

**Now running more than 350,000 daily**

**H. FENDRICH** **EVANSVILLE, IND.**

ESTABLISHED 1850

## "TOBACCO" AND ITS FOUNDER

(*Continued from page* 124.)

Without slighting those interests, it is the purpose of this journal to look particularly after the special interests of wholesale and retail dealers.

"Once a week TOBACCO will make its appearance, bright, crisp and genial—welcome visitor, with all the latest and freshest news from over the seas, across the continent, and about your next door neighbor—gossipy, but by no means vulgar, learned, perhaps, but by no means pedantic. The opinions expressed will be those of this journal, as profound as the subject will bear and conscientious study will afford, but always honest, open and to the point.

"TOBACCO starts in life with no 'entangling relations,' is therefore free; and can afford to be honest and truly independent. There is nobody 'behind it,' so the reader can trust it, and if an honest and faithful endeavor can merit that trust, you shall have it.

"Although TOBACCO is abundantly supplied with the goods of this world to stand a long and vigorous siege, yet the immutable laws of nature are that, without support ye shall surely fail. Accepting the situation, the purpose of this journal is to merit success and have no fear for the result at the hands of a trade that has always been more than generous to all those who have deserved its confidence.

"Our New York contemporaries will recognize the fact that we are at the other end of the trade from the one occupied by them; that there is room enough for all; and we ask at their hands what they will certainly receive at ours, courteous and considerate treatment at all times.

"Without protesting too much, TOBACCO hopes to grow in years, wax in strength, become more intelligent and useful day by day, and by the ever-widening circle of its acquaintance spread the light of progressive thought, becoming a useful and entertaining companion to each one of the wholesale and retail dealers in manufactured tobacco throughout the length and breadth of the land."

### Early Independence of Tobacco.

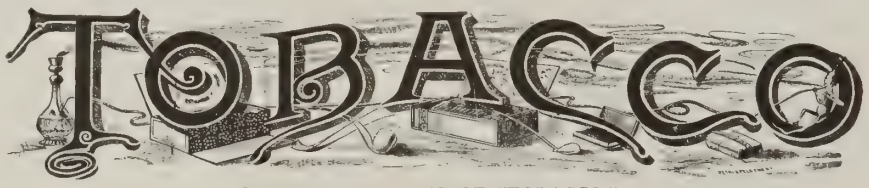
In the first issue of TOBACCO appeared the following announcement: "No individuals, firms or corporations, engaged in the tobacco industry in any manner, are directly or indirectly interested in the paper financially or otherwise. TOBACCO will be published solely in the interests of the dealer in manufactured tobacco and smokers' articles, and no money or labor will be spared to make it a first-class trade paper in every respect, and an authority on every branch of the business. In it will be found each week all the latest and most reliable information obtained by our own reporters and correspondents in all parts of the country."

The platform announced by TOBACCO at the outset was the result of such careful thought, and the policy had been so clearly mapped out, that it has been steadfastly maintained to this day, with only such minor changes as have resulted from time to time through changing conditions in the trade.

### Always Recognized as the Dealers' Paper.

TOBACCO has always been recognized as pre-eminently the paper for the dealer and distributor, and it has always enjoyed the proud distinction of being the trade newspaper —the paper that covered the trade field thoroughly and comprehensively, printing the news, printing it promptly, and giving the essential facts in crisp, succinct form without any undue padding.

Editorially, TOBACCO has always been absolutely fearless and independent. It has never hesitated to advocate movements and measures which it believed would be for the advancement of the trade and it has never faltered when there were abuses to be exposed.




ORIGINAL HEADING OF "TOBACCO."

A shining example of the fearlessness and independence of TOBACCO was furnished in its early days, which did more to raise the standard of the cigar industry and place it on a more elevated plane, than any one thing that has ever been accomplished by a trade paper in any line of commerce and industry.

Only the oldest members of the trade can personally recall the old conditions and fully appreciate the splendid work which TOBACCO was able to accomplish for the trade in bringing about a proper regard for property rights in labels.

It is impossible to understand today the lax ideas that universally prevailed throughout the trade in the United States 30 years ago regarding the integrity of cigar labels. Practically every prominent label of the leading factories in Havana was openly appropriated and infringed by manufacturers in the United States. Manufacturers who were honest and upright in every other respect seemed to regard it as the proper thing to use counterfeit labels, and American lithographers, who would no more engage in such practices at present than they would print bogus stocks and bonds, openly announced that they were ready to duplicate the labels of manufacturers in Havana.

American manufacturers who were not lacking in a general way in character and integrity, seemed to assume that manufacturers in Havana had no rights which they were bound to respect. A cigar dealer who had built up a trade in imported cigars could, and in many instances did, go to an American manufacturer of clear Havana goods, and arrange for a supply of cigars of identical shapes and sizes of those which he had been buying in Cuba, packed under a label which could hardly be distinguished from that on the boxes which came from Havana.

### One of "Tobacco's" Earliest Victories.

This was the state of affairs when TOBACCO began a campaign against such practices. TOBACCO's action was strenuously and in some cases bitterly resented. TOBACCO was harshly criticised in many quarters; threatened with the loss of subscriptions and advertising patronage; and in some cases these threats were carried out. But knowing that it was fighting for the right, and for a principle which must eventually be recognized, it persevered, single handed and alone, its contemporaries going so far as to openly attempt to defend the use of the counterfeit labels.

TOBACCO continued its fight, and in time aroused a sentiment throughout the entire trade which eventually led to a discontinuance of the old practice by all reputable manufacturers and resulted in raising the trade to a higher plane than it had ever occupied before.

### Statistics Accepted as Standard Authority.

To detail even the merest fraction of all that TOBACCO has undertaken and accomplished for the good of the trade in the past 30 years would fill many pages. Its compilations of statistics have always been accepted as the standard authority, and it has happened on numerous occasions that they have been taken as the basis of arguments before Congressional and legislative committees, commissioners and other public officials.

In the matter of impressing the retail members of the trade with the importance of bright and attractive stores, handsome fixtures and accessories, and above all in inculcating a sense of the absolute cash value of effective window display, TOBACCO has during the past 30 years exerted an influence for the general good that has been absolutely incalculable.

The immense and far reaching influence which TOBACCO has exerted in this direction is exemplified by the remarks of a prominent dealer in Cincinnati some ten years ago. Cincinnati, be it remembered, is famous for its elegantly appointed cigar stores, and one of the leading members of the Cincinnati trade said:

"We feel that we are entitled to point with pride to the fine array of cigar stores which we have in Cincinnati. We believe that they will compare more than favorably with those in any other city in the United States, not even accepting New York and Chicago, and I feel free to say that TOBACCO can take to itself much of the credit for this. The retail cigar stores in Cincinnati have been practically revolutionized during the past dozen years, and a large share of the credit for the improvement brought about can be truly ascribed to the fact that we have all been regular readers of TOBACCO.

### A Revolution in Window Display.

And TOBACCO has exercised an equally potent influence in the matter of window display. It was the first publication in the tobacco trade to make regular use of half-tone illustrations in its columns, and thus furnish the trade with a practical demonstration of what other dealers were doing in this line in different sections of the country. At the same

(*Continued on page* 128.)

THE CIGAR

OF

UNIFORM SUPERIOR QUALITY




OVER

"HALF A MILLION"

SMOKED

"EVERY DAY"

## "TOBACCO" AND ITS FOUNDER

(*Continued from page* 126.)

time it printed a long series of thoroughly practical articles upon the subject of dressing cigar store windows, especially prepared by recognized experts, and illustrated with specially prepared engravings and diagrams.

The trade as a whole was thus awakened to the importance of window display, and the changes in this regard that have been wrought in the past 30 years can to a great extent be attributed primarily to the influence of TOBACCO, which has furnished a mass of invaluable suggestions upon the subject of window dressing, all based upon the practical experience of enterprising and successful dealers.

In all the years of its existence TOBACCO has always stood ready to foster and support any movement for the general benefit of the trade. Thus when it was planned to hold a Tobacco Exposition in New York in 1905, on a much greater scale, TOBACCO was the only trade paper that freely gave its active support to the enterprise. Its contemporaries maintained an attitude of more or less thinly veiled hostility.

It was generally admitted throughout the trade that the success of the Exposition would have been absolutely impossible but for the support which it received from TOBACCO and Chairman Sidney J. Freeman, in whose hands was vested the executive management of the great show, cheerfully paid the following tribute to the influence which TOBACCO had wielded:

"I desire to state in the most emphatic manner possible, that no other one force, or combination of forces, not even excepting the management itself, was so powerful and far-reaching in bringing about the splendid success of the recent Tobacco Exposition. TOBACCO aroused the manufacturers, and awakened the interest of the dealers and brought them to the show in large numbers. Without the assistance of TOBACCO anything like the success achieved would have been utterly impossible."

This is an example of the way in which TOBACCO has always extended its earnest support to all laudable movements in the trade.

Thomas H. Delano died in January, 1904, and shortly after his death TOBACCO was purchased by the present owners, who brought to the work of improving and developing it abundant capital and ample experience in the field of daily as well as trade journalism. The new owners at once enlarged the paper, transformed and modernized its appearance, greatly widened the area of its news service, broadened the scope of its editorial comment, aligned it with the Independents in the fight for industrial freedom in the tobacco trade field. These improvements met with such quick and cordial response from the trade that in just six months after the change of ownership the circulation of TOBACCO had more than doubled and its prestige and influence have been steadily maintained where the tobacco industry touches the interests of jobbers, wholesalers, retailers and dealers generally.

## THE EDITOR OF "TOBACCO"

**C. Fred: Crosby Has Had a Varied and Active Career in the Newspaper Business.**

C. Fred: Crosby, editor of TOBACCO for the past 16 years, became associated with Thomas H. Delano, the founder of TOBACCO, in the latter part of the year 1899. Mr. Crosby had for a few years previous to that time been the editor of *Tobacco Trades,* a publication issued in Boston, so that he has been actively identified with the tobacco trade press for almost 20 years.

With the exception of some two years devoted to the business and publicity end of various amusement enterprises, Mr. Crosby was actively engaged in daily newspaper work from the time that he left school until he became connected with the trade press. He at different times filled various responsible positions as reporter, sporting editor, city editor, telegraph editor, managing editor, editorial writer, and special writer on various prominent and successful morning and evening newspapers in New York and New England, besides contributing to various magazines and periodicals.

In addition to his editorial work, Mr. Crosby has had much experience in the preparation of advertising copy for department stores, manufacturers, and wholesale houses, and has gained a well-deserved reputation as an expert in the preparation of forceful and convincing advertising matter.

Mr. Crosby is a life member of the New York Press Club and a member of the board of trustees, a member of the house committee, and chairman of the committee on charities of that organization. He is a member and recording secretary of The Fossils, an organization having members in practically all sections of the United States, and a past president of the Gotham Club. He is also a member of the Society of American Magicians, an organization having its headquarters in New York, with members in all parts of the world.

Mr. Crosby has been an active member of the Masonic fraternity for many years, and is a past master of Justice Lodge, No. 753, of New York. He was the originator of the Famous Traveling Trowel, which has visited scores of Masonic Lodges in all sections of the United States, as well as in Canada and Mexico, having traveled some 35,000 miles up to the present time. He was for many years a member of the Masonic Club, in New York and also of Massachusetts Commandery of the Military Order of the Loyal Legion.

At the inception of the recent organization movement in the tobacco trade, Mr. Crosby, as the dean of the tobacco trade press, was unanimously chosen as chairman of the committee of arrangements to prepare for the luncheon and conference held at the Biltmore Hotel, Saturday, September 25, and in connection with Carl Werner, editor of *Tobacco Leaf,* C. A. Wessel, of the *United States Tobacco Journal,* J. Lawton Kendrick, of the *Tobacco World,* and Vincent J. Farley, of the *Retail Tobacconist,* labored indefatigably to make that occasion a success.

In the years that Mr. Crosby has been active in the tobacco trade press, he has traveled extensively in all parts of the United States, and enjoys the personal acquaintance and friendship of hundreds of members of the tobacco trade in all of its various branches from manufacturers to retailers.

## LEADERS IN LITTLE CIGARS

**House of S. Monday & Sons Turn Out One Type of Short Smoke at Rate of a Million a Week.**

S. Monday & Sons, in the manufacture of rolled little cigars, are the leaders. Among manufacturers of little cigars, having an annual output of more than 50,000,000, S. Monday & Sons are the leading independents. Of independent wholesale distributors of tobacco products, the House of Monday is the largest in Greater New York.

This immense business, exemplifying the highest efficiency in manufacturing and wholesaling, had its origin in a little cigar factory established by S. Monday in 1860. From a humble beginning, almost the smallest possible, to the prestige and achievements of S. Monday & Sons today, the years that intervened were bridged over by patient toil, careful planning and unremitting attention to details.

The House of Monday, with the reputation and facilities it now has for transacting big business, was built up gradually. Strengthened by legitimate accretions each year, it has become most solid financially. Commercially, it stands so high that its importance is seen everywhere in the trade.

As distributors of tobacco products, S. Monday & Sons not only cover the metropolitan district thoroughly but also extend their business to many cities of the country. Practically no order is too big for S. Monday & Sons to fill. No matter how small an order of a little dealer may be, they look after it carefully.

The 18-60, Big M., Imperialettes and Hunter brands of little cigars made by S. Monday & Sons are achieving the greatest popularity. The 18-60 brand, though recently brought out, is decidedly the big winner of the year.

Of S. Monday & Sons, "Moe" Monday is president and "Joe" Monday is secretary and treasurer.

## SANITARY DISPLAY FIXTURES

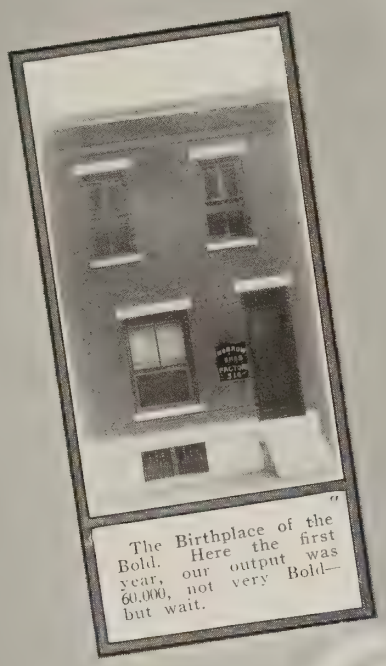
**Crystal Cigar Box Lids of the Becker Design Help Dealers Increase Sales.**

Sanitary, conspicuous, pleasing; showing goods to best advantage, giving a touch of elegance to any store, Becker's patent crystal cigar box lids help retailers to make more sales. Compared with the old fashioned box covers of glass enclosed in clumsy metal frames, Becker's new crystal lids obtain decided preference. Experience proves that the metal frames instead of always preventing the glass from breaking, frequently were directly responsible for breakage. The P. A. Becker Co. holds patents on the hinges that increase the utility and beauty of the crystal glass lid.

### QUALITY MANILAS.

Sidney J. Freeman, importer and distributor of Magallanes, Flor de Intal, Puntacimo, El Tamarindo and Flor de Asinga brands manufactured in Manila by Kuenzle & Streiff, has demonstrated most successfully to the trade during the past year how well it pays to handle quality Manilas. In many respects he has done splendidly.

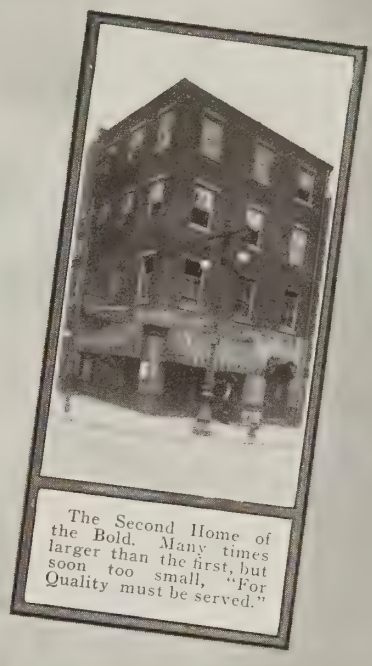
# What few can scarcely Conceive BOLD has Easily Achieved



The Birthplace of the Bold. Here the first year, our output was 60,000, not very Bold—but wait.



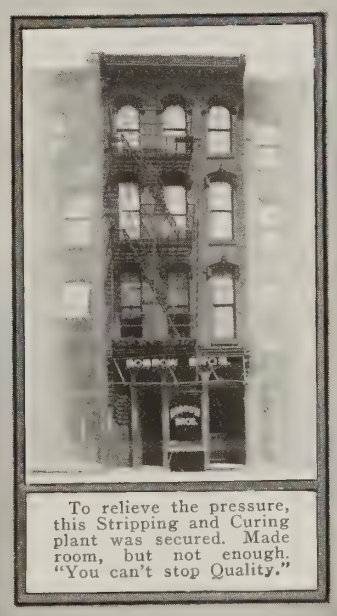
Our new model plant. "Daylight" and "Airy." Now with our combined plants over 1,000,000 BOLD are made and sold weekly. But greater facilities are coming fast to supply ever increasing demand.



The Second Home of the Bold. Many times larger than the first, but soon too small, "For Quality must be served."



After two and one-half years, it required this large building, but still BOLD cigar kept speeding along.



To relieve the pressure, this Stripping and Curing plant was secured. Made room, but not enough. "You can't stop Quality."



So BOLD took on this big plant. Its size cannot be seen from the photo, as it has a long "L" running in the rear.




# BOBROW BROS

DESIGNED & ENGRAVED BY GATCHEL & MANNING, PHILA. PA.

## SHADE-GROWN WRAPPER CIGARS

**Product of S. Palo & Co., a Subsidiary of Simon Batt & Co., Has Won Favor With Many Smokers.**

The evolution of the shade-grown wrapped cigar, from an experiment to approaching perfection, is well shown in the development of the S. Palo brand. Since their first utilization of shade-grown tobacco, S. Palo & Co. have concentrated their efforts on the production of a mild Havana cigar. Not a clear Havana weakened until it is nearly tasteless; not a good Havana made insipid, but an agreeably aromatic, ideally mild Havana, made so by blending the suavity of shade-grown leaf with the exquisite quality of choice Vuelta Abajo.



PACKING HOUSE OF SIMON BATT & CO. IN HAVANA.

Coming in seven sizes, retailing from three for a quarter up to three for half a dollar, S. Palo cigars, in appearance, workmanship, burning qualities, aroma and taste, undeniably must be classed as mild Havanas of the highest grade. First appearing on the market when shade-grown wrapped cigars were accepted as an innovation, the S. Palo brand appealed to particular smokers, men who demanded a choice cigar and insisted that it should be notably mild.

Instead of trying to obtain a nation-wide distribution immediately, S. Palo & Co., preferred to establish a high reputation that would endure. By making a cigar that would commend itself, one that would prove its worth everywhere, they built up trade steadily. By distributing cigars that insured repeat orders, they extended business in a way that bespeaks continuous success.

S. Palo & Co. is a corporation owned solely by Simon Batt & Co., known to the trade for more than a quarter of a century as the manufacturers of La Verdad clear Havana cigars. The unusually good tobacco contained in La Verdad cigars, long has been recognized. In Cuba, Simon Batt & Co. are placed among the buyers of the best. Sidney Goldberg, the president of the two companies, goes to Havana at least two or three times each year. The tobacco warehouse of Simon Batt & Co. at 114 Calle Industria, Havana, receives some of the finest leaf Cuba produces. The late Louis Marx, esteemed as Cuba's most successful, scientific cultivator of tobacco, often contributed his knowledge of the leaf to assist Simon Batt & Co. in securing extra choice lots.

Cigar manufacturers able and willing to get the best tobacco, can deliver the goods most certain to give satisfaction. Concerning S. Palo mild Havanas and La Verdad clear Havanas, there can be no misunderstanding. The cigars themselves supply the proof.

The S. Palo and La Verdad representatives who call upon the trade of the country are Harry Alces, who has the West for his territory; I. Jaques, who travels through the South; E. L. Goldberg and Jesse Batt, who cover New England and the Metropolitan district.



HAVANA WAREHOUSE OF SIMON BATT & CO.

Important distributors of the S. Palo and La Verdad brands are: Gus Le Bolt, Springfield, O.; R. J. Seidenberg Co., Buffalo; Irving Smoke Shop, Waterloo, Ia.; R. L. Rose Co., Providence; Morris Block & Co., San Antonio; Kingsbaker Cigar Co., Kansas City; Harry Levy, Bradford, Pa.; J. R. Cohen & Son, Des Moines; Bert Johnson, Detroit; Fred Dant Cigar Co., Colorado Springs; E. M. Schoenborn Cigar Co., Columbus, O.; Thorwart & Roehling Co., Chicago; M. J. Schwab, Dayton; Louis G. Deschler Co., Indianapolis; B. Rohreheimer & Sons, Cleveland; Strobl Bros., Cincinnati; C. A. Young & Co., Denver; Ehrlich Cigar Co., Boston; Tracy Bros., Omaha; Brewster, Gordon, Co., Rochester; Little Joe Wiesenfeld Co., Baltimore; Conway Cigar Co., Sioux City; Harnit & Hewitt Co., Toledo; Peregoy & Moore, Council Bluffs; Leopold & Mergentheim, Chicago; Blackney Cigar Co., Saginaw; John C. Davis, Cincinnati; Sam Freund Co., Waco, Tex.; J. Lowenstein & Son, Houston; C. N. Rhode, Galveston.

## BUYERS OF CHRISTMAS CIGARS

**Jokes About the Women Who Patronize the Dealers at Yuletide Have Lost Point.**

By Karl Frederick.

THE season will soon be with us when the daily newspapers may be expected to spring the time-worn and moth-eaten jokes about the quality of the cigars which the average woman will buy for a Christmas present for her father, brother, husband or sweetheart. As a matter of fact these jokes are stale because they are not based on present-day conditions.

The woman who buys cigars has usually taken the precaution to learn just what particular brand the man she is buying them for smokes, and the brand of his choice is what she buys.

But if, perhaps, she doesn't know his favorite brand, she is likely to place herself in the hands of the retail cigar dealer, and in no reputable cigar store will she be swindled. On the contrary, the cigar dealer will be more than likely to give her more attention than he would give the man himself, for the very reason that she doesn't know.

Beside, the discriminating dealer will not lose sight of the advantage, from an advertising standpoint, that he will derive from the sale of a brand of good cigars to a new customer.

## THE EFFECTS OF TOBACCO

**"London Lancet" Declares Serious Poisoning by Use of the Weed Is Extremely Rare.**

A particularly valuable contribution to modern tobacco literature, which should be of interest to Dr. Charles Gaston Pease, the anti-tobacco crank, is a remarkable article on "The Toxic Factor in Tobacco," with the important results of exhaustive scientific experiments on the subject recently printed in *The Lancet*, a leading British medical journal which has at all times been most fearless in its utterances, and which many years ago declared that the cigarette was the least harmful of all the various ways in which tobacco could be enjoyed.

# MILDNESS
## and
# QUALITY
## Are Skillfully Combined In
# CASTILLO
# CIGARS

Made in Tampa, with a carefully blended filler and a fine selection of Porto Rican wrapper.

An even balance has been preserved in the blending between MILDNESS, AROMA and BOUQUET.

## BOLTZ, CLYMER & CO., Inc.

**Tampa - Philadelphia - San Francisco**

## THE NEW RODENA CIGAR FACTORY

**Lincoln & Ulmer's Removal Has Given Them One of the Finest Plants in New York.**

The re-location of the Rodena cigar factory, the removal of Lincoln & Ulmer to the northwest corner of Greene and Prince streets has the special importance which attaches when a change for the better is associated with every improvement that forethought, careful planning, wide experience and liberal expenditure can provide. The step upward means the attainment of a much more advantageous position. Of their new location, Lincoln & Ulmer have occasion to be justly proud.

When they decided to move uptown, they didn't act hastily; they looked around, they investigated thoroughly the possibilities of various districts; they examined many buildings; they rejected numerous offers; finally they found a place that suited their purpose. In moving, they were not content to secure merely the larger quarters made necessary by their steadily increasing business. They wanted a place where their own ideas, concerning what a cigar factory should be, could be developed properly. With regard to light, ventilation, cleanliness, sanitation and working convenience, they weren't satisfied until they got all they desired.

The building, Lincoln & Ulmer eventually obtained, in many respects, is particularly desirable. Situated on the corner, with a low structure, a branch post office across the street, the Rodena cigar factory is unlikely to be overshadowed or have its light cut off by any tall neighbor.

Getting a building that met their exacting requirements, they took four floors and the basement. On each story they have 5,000 square feet of floor space. The basement has been fitted up for the storage of tobacco. On the other three is installed a factory that for completeness, attractiveness and up-to-dateness is a veritable model.

White and thoroughly inviting in its cleanliness, supplied with plenty of light in every part, having elevator service, arranged generally so that the work may be carried on to greatest advantage, having proper provision made for the comfort of the working force, the Rodena cigar factory is an agreeable revelation to those accustomed to the dingy, grimy, cramped quarters, so often associated with cigar making. Everything in the factory is new. All the accessories were specially made; in installing the fixtures, where an improvement could be suggested, the extra cost was disregarded.

The officers, the humidor and the shipping department occupy one floor. Immediately above is the workroom of the cigarmakers. Next higher is the inspection and packing room. Though the packing room is well lighted by great windows, on the front and on the side, two specially arranged skylights have been put in, over the place where the 16 packers work. Throughout the factory most excellent facilities are provided for the proper performance of every part of the work. No particular has been skimped, no detail neglected. To make it additionally sure that no inferior work shall be allowed to get by, the most efficient supervision is maintained.

Mr. Ulmer is the partner who oversees all the work of the factory. He overlooks nothing. Not the slightest thing escapes his watchful eyes. Every cigar made in the Rodena factory must pass Mr. Ulmer's inspection and receive his approval. Because such particular pains are taken, because the standard of quality is maintained with jealous care, cigars manufactured by Lincoln & Ulmer invariably are in good repute and always can be honestly recommended. Their excellence insures their popularity.

Though made of the choicest tobacco, cigars, improperly exposed or wrongly handled, will soon deteriorate. That their cigars may never be injuriously affected, Lincoln & Ulmer utilize methods that cause each cigar to retain all its fragrance, flavor and freshness. The two humidors, one in the packing room and the other on the floor with the shipping department, are double lined and the wood in the walls is more than six inches thick. Ensuring correct atmospheric conditions and precisely the right temperature and amount of moisture, these approved humidors preserve in the cigars the most delicate aroma and the quintessence of quality.

Lincoln & Ulmer's leading brands are La Modina, Rodena, Coronilla and Flor de Putnam. La Modina is very high class, clear Havana. The others are most excellent shade-grown wrapped cigars. Speaking of the beauty of the shade-grown wrapper and its utilization in adding wonderfully to the popularity of mild Havanas, it must be remembered that Lincoln & Ulmer were the originators of the cigar now obtaining such great favor. Before other manufacturers thought of it they successfully had worked out the idea. The splendid appearance, the mild flavor, the alluring quality of the cigars brought out by them speedily attracted the attention of the trade. Later, Lincoln & Ulmer's goods, being greatly in demand, were widely imitated. While it was possible to procure a resemblance in outward appearance, Lincoln & Ulmer's cigars could hardly be equalled. They couldn't be excelled.

❖

## THE BRIAR ROOT INDUSTRY

**It Began in the Pyrenees in the Middle of the Nineteenth Century.**

The briar root industry has a most interesting history. It began in the Pyrenees about the middle of the 19th century, traveled along the French Riviera and the Lygurian coast taking Corsica by the way, to the Tuscan Maremma, and finally reached Calabria in the south, which is at present its most flourishing center. Leghorn has been the center for the export of the Tuscan briar root since the Maremma industry came into existence, but as the south Italian briar is of admitted superior quality, a large quantity of the Calabrian root is also imported into Leghorn for subsequent export.

The briar root that reaches Leghorn has already been cut into the shape in which it is exported to the pipe manufacturing centers which in Europe are principally, at least as regards French briar, at St. Claude in France, Nuremburg in Bavaria, and towns in Thuringia.

The roots which are of a circumference of two feet or more, are cut into blocks and then boiled. Briar root blocks are cut into some 20 different sizes and three principal shapes.

A considerable quantity of blocks are sent to the United States, the principal factories being located in New York.



HAVANA OFFICE OF SIMON BATT & CO.

# CHANCELLOR




The Acknowledged Leader
Among Mild Sumatra Wrapped Havana
Cigars

# NICOTINE IN VARIOUS TOBACCOS

## Facts Shown by Scientific Analysis of Smoking Mixtures, Cigars and Cigarettes

By C. FRED: CROSBY

THERE is beyond all question a vast amount of misinformation in circulation on the subject of nicotine—the active principal in tobacco.

Not only does this misinformation persist in the minds of the ordinary run of people who have no reason for being specially informed upon the subject, but it also exists in the minds of those who certainly ought to know better, such as doctors and pharmacists, who ought to possess some knowledge of chemistry—as well as members of the tobacco trade, who ought to know everything that is to be known about tobacco.

The writer has on various occasions heard more than ordinarily intelligent and well informed physicians, as well as druggists, cigar and tobacco manufacturers, retail tobacconists and salesmen and clerks, allude to the dark, gummy substance which collects in the mouthpieces of pipes, cigar and cigarette holders, as on the butts of cigars and cigarettes, as nicotine.

So deep-seated is the misconception as to nicotine, that the writer has seen physicians and druggists on different occasions perform the experiment of blowing several mouthfuls of tobacco smoke through a white handkerchief, and then point to the dark-brown stains, or discolorations produced, which they described as nicotine.

Now, the dark, gummy matter produced by burning tobacco, which is of about the consistency of thick molasses in the beginning, and which dries and hardens in time, is not nicotine. It is the essential oil of the tobacco.

Nicotine is absolutely colorless, and so extremely volatile that the greater part of the minute quantity liberated in the ordinary consumption of a pipeful of tobacco, a cigar or cigarette, evaporates in the air.

The smoker is vastly more likely to absorb minute quantities of nicotine into the system through the nostrils, in breathing the air of a smoke laden room—although the danger from that source is so slight as to be practically negligible—than he is from the end of the cigar, cigarette or pipe which is placed in the mouth.

The amount of nicotine varies greatly in different types of tobacco, thus Perique tobacco, which is the strongest of all tobacco, contains something over three times as much nicotine as mild Havana and mild Turkish tobacco. There is also considerable variation in the amount of nicotine in different tobaccos of the same general type, as one Havana may contain twice as much nicotine as another Havana cigar.

The writer has before him an exhaustive report of a chemical analysis of various kinds of tobacco products, made in London a few years ago, at the instance of the *British Medical Journal*, a scientific publication of recognized high standing. The men at the head of the laboratory in which the work was undertaken purchased in the open market from retail dealers, samples of different types of pipe tobaccos, cigars and cigarettes, making a thorough analysis of each, and in course of this article I will present in full the tabulated statement of the results obtained.

Before proceeding to the detailed results, however, I desire to call attention to the fact that the amount of nicotine obtained in a chemical analysis of a given quantity of tobacco, whether in the form of a cigar, a cigarette or a smoking mixture, would be infinitely larger than could by any possibility be absorbed by a smoker in the ordinary course of smoke.

In the laboratory work every precaution would be taken to see that none of the nicotine escaped, while in the course of ordinary smoking the intensely volatile nicotine would be evaporated and dissipated in the air.

In a general way, however, the experiment undertaken in London demonstrated that the forms of tobacco considered by common agreement of smokers as the strongest was that which contained the greatest percentage of nicotine.

There was one exception to this general rule, however, as one cigar characterized as mild contained an appreciably larger proportion of nicotine than another cigar called the strongest; while a third cigar, also called mild, contained the smallest proportion of nicotine found in any tobacco examined except so-called German patent "non-nicotine" cigar, which contained little more than half the ordinary quantity of nicotine found in a mild Havana cigar.

The opinion of a smoker, who tried the various tobacco products in connection with the analyses, as to the so-called non-nicotine cigar was that it had been so modified that it did not taste like tobacco.

The following table shows the percentage of nicotine in pipe tobaccos, cigars, and cigarettes:

PERCENTAGE OF NICOTINE IN PIPE TOBACCOS, CIGARS AND CIGARETTES.

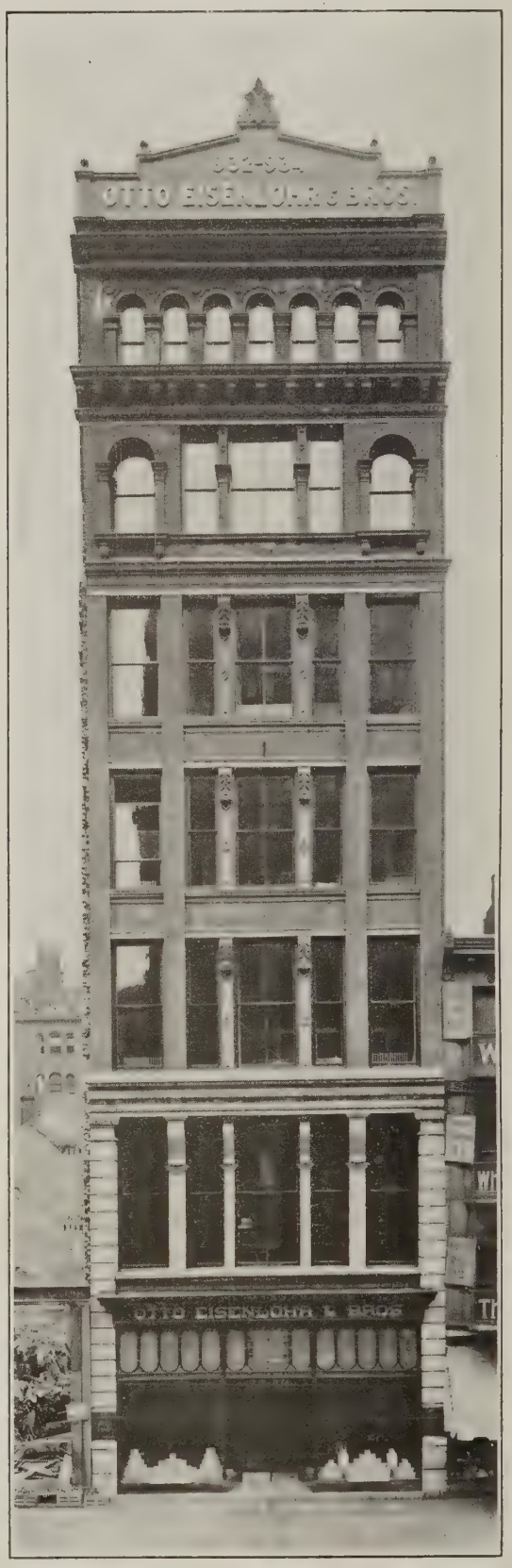
| | Nicotine Per Cent. |
|---|---|
| Pipe tobaccos: | |
| A. Extremely mild honey dew | 1.65 |
| B. Smoking mixture, medium strength | 2.04 |
| C. Perique | 3.29 |
| D. Cavendish | 3.83 |
| Cigars: | |
| E. Havana, mild | 1.09 |
| F. Havana (same mnfr.), strongest | 1.58 |
| G. Havana (another mnfr.), "mild" | 1.95 |
| H. Indian, strongest | 1.84 |
| I. "Patent non-nicotine" (German) | 0.58 |
| Cigarettes (after removing paper): | |
| K. Egyptian | 1.13 |
| L. Turkish | 1.30 |
| M. Virginian | 2.24 |
| N. Common, retailing five a penny | 2.02 |

Of the pipe tobaccos, Perique and Cavendish were described the strongest varieties obtainable, and are usually employed only for mixing with other kinds. The Cavendish is not unlike the strongest kinds of cut plug tobacco sold in the United States. The cigars taken for analysis were all of good quality, and with the exception of the one designated as I, were well-known brands. The cigar designated as G was the only case in which the result was strikingly at variance with what might have been expected. This was a light-colored cigar, and was supplied by a large firm of tobacconists as the mildest cigar they kept in stock; but in the opinion of a smoker, although certainly mild in flavor, it produced more effect on the heart than most mild cigars.

The cigarettes, except N, were of good quality and well-known brands. In view of the fact that ill-effects from cigarettes are sometimes ascribed to the paper, this was separately examined. The fibre of which it is composed was practically the same in all four cases, and appeared to be a mixture of flax and hemp. None

(*Continued on page* 136.)

HOME OF THE CINCO CIGAR.




PHILADELPHIA HEADQUARTERS OF OTTO EISENLOHR & BROS.

# CIGARETTE PAPER?







WE are the originators of this product.

OUR mills have been in existence since 1822.

WE are making the best French cigarette paper in any form.

OUR paper is used by the French and other European Tobacco Regies and by the foremost Tobacco and Cigarette Manufacturers in Europe and United States.

WE have been awarded numerous medals in World's Exhibitions from 1839 up to the present date.

Papeteries d'Odet, Réné Bolloré
Papeteries de Kérisole et du Combout, Henry de Mauduit & Co.
Paris, France

*Sole Agent and U. S. Depot*

## PETER J. SCHWEITZER

109-111 BROAD STREET Telephone Broad 4536 NEW YORK CITY

## NICOTINE IN TOBACCO

(*Continued from page* 134.)

of the papers, however, consisted of pure fibre, and examination of the ash gave the following results:

| | P. C. of Ash | Metals found in the ash. |
|---|---|---|
| Egyptian (printed with brand in bronze letters) | 7.0 | Copper (0.2 per cent. of weight of paper), aluminium, iron, magnesium, calcium. |
| Turkish (printed with brand in bronze letters) | 10.7 | Copper (0.8 per cent. of weight of paper), aluminium, zinc, iron, magnesium, calcium. |
| Virginian (printed but not in bronze) | 8.8 | Aluminium, iron, magnesium, calcium, sodium, potassium. |
| Common (printed but not in bronze) | 8.8 | Trace of lead; iron, magnesium, calcium. |

It should be taken into consideration that while the percentage of metals found in the ash might at first thought seem considerable, the total quantity of the ash from the wrapper of a single cigarette is so insignificant that there could be hardly a chance of the trace of metallic matter proving injurious to the smoker.

The editor of the *British Medical Journal* in commenting upon the result of the analyses at the time, said among other things:

"The results of analyses of cigarettes are a little surprising, inasmuch as a Virginian of good quality proved to contain nearly twice as much nicotine as an Egyptian, and a common Virginian cigarette sold at five a penny, though it yielded less nicotine than a superior Virginian, contained a good deal more than either the Turkish or Egyptian cigarette.

"The weights of the cigars analyzed varied from 60 to 100 grains; the five-a-penny cigarettes weighed 15 grains each, and the others about 21 grains each—without the paper—an averaged-sized briar pipe, filled with an ordinary smoking mixture, was found to hold about 75 grains.

"Observation on the time taken in the different forms of smoking showed that the same individual—a regular moderate smoker—took about 50 minutes for an average full-sized cigar, 50 minutes for a pipe, and 12 minutes for an ordinary cigarette. Taking the mild cigars, the mild tobacco, and the Egyptian cigarettes, and supposing four of the latter to be smoked in 50 minutes, the amounts of nicotine would be: Cigar, 0.9 grain; pipe, 1.1 grains; cigarette, 0.9 grain. But, as already pointed out, it by no means follows that the amounts taken into the system would be in the same ratio as these figures.

"In comparing the effects of smoking pipes, cigars, and cigarettes, however, other factors besides the amount of nicotine present must be taken into consideration. When a pipe, cigar, or cigarette is first started, the smoke undergoes filtration in passing through the unburnt portion of the tobacco, and, in the case of a pipe, through the stem; as smoking proceeds, the percentage of nicotine in the shortening end of the cigar or cigarette must be much increased, and, when a holder is not used, this portion is in contact with the lips, and it is likely that some nicotine is absorbed directly in this way; whereas, with a pipe, filtration through the stem may, perhaps, become more efficient as smoking proceeds, as the smoke has to pass through a larger quantity of moisture; but it is not possible to say how far this advantage may be counterbalanced by the presence of an accumulation of nicotine from previous smoking of the same pipe.

"While habits, no doubt, vary as to the point at which a cigar or cigarette end is thrown away, it is probably safe to assume that the end of a cigarette is usually a much larger proportion of the whole than is the end of a cigar, or of a pipe. The rate of smoking, too, is liable to vary, and it will probably be found that habitual and heavy smokers are considerably slower smokers than those who use tobacco less frequently."

## CIGARS THAT SATISFY CRITICS

**Policy of the Firm of R. A. Bachia & Co., Which Has Made Its Goods Synonymous with Fine Quality.**

A smoker who can qualify as a connoisseur, a man capable of judging a good clear Havana cigar accurately, will assert with enthusiasm that the brand of R. A. Bachia & Co. always is associated with high quality. Wherever found, and they are obtainable in nearly every important club East of the Mississippi, Bachia's Havana cigars are undeniably excellent. No brand is distinguished by a greater degree of uniformity.

Back of the success of R. A. Bachia & Co. as cigar manufacturers is more than 30 years' experience in the Cuban leaf tobacco business. Satisfactory selection of tobacco, even from crops grown on preferred vegas in the Vuelta Abajo district is seldom made except by experts intimately acquainted with practically everything that pertains to the cultivation, curing, packing, marketing and manufacture of the best Cuban leaf.

Neither the special virtue nor the shortcomings of a crop may be predicted safely a year ahead. One year the yield of Vuelta Abajo may be characterized by mild body and delicate flavor. Another year the rich flavor and heavy aroma of the leaf may be noted. Mindful of the variation of crops, R. A. Bachia & Co. make it a practice to always carry a large stock selected from the best crops. The crop of 1913 was the best that has been secured in recent years. Proportionate to their output, no manufacturers of Havana cigars has so large a supply of choice 1913 Vuelta Abajo as R. A. Bachia & Co.

Provided with a most desirable reserve supply, R. A. Bachia & Co. can profitably refrain from making purchases in the years that the crops are deficient in the qualities required to make the finest cigars. Experience teaches that a temperate climate is best adapted for the proper keeping of tobacco in leaf. Properly stored in New York, tobacco acquires virtue as it ages even more advantageously than when affected by the warmth and moisture of Cuba.

The touch of genius that enables the artist to apply his colors effectively, the nice discrimination of the expert tea taster, the faculty of decision shown by the wine judge who seeks for bouquet, a mingling of these talents and something more is requisite to secure the blending of tobacco that goes to make the perfect cigar.

The silk-like wrapper, even in texture and color, with all its delicacy, was not obtained from leaf grown under cheese-cloth. As it grew it was exposed to the morning sun, but during part of the day the tufted top of a palm tree threw a protecting shadow over the tender tobacco plant. A natural combination of sun and shade produces the leaf that yields the wrapper most satisfactory in color, texture and burning quality.

Bachia's cigars please the eye and satisfy the taste. "Made for men of means," designed to receive the approval of smokers who are inclined to be fastidious, the Bachia brand comprises 36 sizes. The band of green, red and gold encircling each cigar is a positive guarantee of merit.

Where chief consideration is accorded to excellence of results, quality naturally precedes quantity. The best work should not be hurried. Content to make five million superior cigars a year, R. A. Bachia & Co. are not desirous of exceeding that output. Rather than increased production, they prefer to have the highest reputation. Which is one reason why R. A. Bachia & Co. have an unusually steady trade.

## TOBACCO WORKERS LONG-LIVED

**Employees in Snuff Factories Said to Be Immune from Contagious and Other Diseases.**

By Karl Frederick.

PERSONS employed in snuff and tobacco factories as a rule live longer than men and women employed in other industries, although of necessity they must inhale more or less fine tobacco dust and may even absorb into their systems a certain amount of nicotine.

Nevertheless the conditions under which both men and women labor in these factories seem favorable to health, and they continue the work until a ripe old age.

The new worker is apt at first to experience certain unpleasant sensations, exactly such as attacks a boy when he smokes his first cigar, but this soon wears off, and the belief of old men who have worked in tobacco all their days is that a snuff or tobacco factory is the healthiest place to work, and that tobacco has antiseptic qualities and is a preventive against contagious diseases.

It is said that during the past two centuries in this country in towns and cities where contagious diseases have been epidemic those who worked in snuff or tobacco factories have been almost immune.

There are also many records in Europe dating still further back confirming the belief and experience of the old tobacco and snuff workers that tobacco has valuable medicinal properties which guard those who constantly work in it against disease and actually lengthens their lives.

# THEMELIS ROSE TIPS

## Lend Tone to the Dealer's Entire Stock




THE THEMELIS ROSE TIP CIGARETTE is the finest pure Egyptian cigarette made in AMERICA, POPULAR on MERIT ALONE and appreciated by CONNOISSEURS. It has the STAMP OF INDIVIDUALITY.

THE THEMELIS BROS. COMPANY do not resort to methods employed by other manufacturers by giving COUPONS or GIFTS, they simply sell ROSE TIP CIGARETTES on THEIR MERIT.

DEALERS who desire a STAMP of INDIVIDUALITY in their business will find this cigarette a STEPPING STONE to success.

SOLD BY the most aristocratic and important Clubs, Hotels and Restaurants in and out of the City of New York. Among the representative jobbers handling THEMELIS ROSE TIPS may be mentioned Park & Tilford, the Waldorf-Astoria Segar Co., the Acker, Merrall & Condit Co. and The Stearn Co.

**Retail for 25c., 35c. and 50c. Per Package of Ten**

## THEMELIS BROS. COMPANY

**333 Fifth Avenue** **New York City**

# TWO FAMILIAR FACES AT THE BILTMORE CONFERENCE




FREDERICK HIRSCHHORN, PRESIDENT OF THE UNITED CIGAR MANUFACTURERS CO.




THEODORE WERNER, PRESIDENT OF T. J. DUNN & CO. OF NEW YORK.

## SUCCESS OF JEAN VALJEAN BRAND

**Large Distribution Secured Through Enterprising Methods of Dave Saqui.**

Dave Saqui, an exceptionally philosophical cigar manufacturer, by his success illustrates the truisms he so frequently enunciates. Starting in business some two years ago with the Jose Dabe brand, a high-grade clear Havana made in bond, he did well. But greater prosperity came later when he brought out the Jean Valjean, a mild Havana that in fine workmanship and high quality indicated Dave Saqui's idea of what a good cigar should be. His determination that the Jean Valjean in aroma, taste and perceptible merit should be "truly a cigar" never faltered, nor did he ever slight an opportunity to make the brand deserving of appreciation.

Not afraid to be original, always optimistic, willing to work hard, never tiring in doing the right thing, when he got his cigars before the public, he hustled to get them distributed. He showed dealers how well Jean Valjeans would sell. He got repeat orders, induced increases and kept on opening new accounts.

Such, in brief, are the reasons why Dave Saqui is moving this week from the Centurian building to much larger quarters at 596 Sixth avenue. There, utilizing the whole third floor of the big building on the corner of Sixth avenue and 35th street, he will have his offices, salesroom, shipping department and a specially constructed humidor capable of holding 500,000 cigars.

The place, most conveniently arranged and nicely furnished, will be the scene of activity that counts. For Jean Valjeans, having developed in Greater New York and vicinity a trade that indeed does credit to the brand, promise to secure a broader market. Already an encouraging beginning has been made in the Middle West, where Max Levy will be the traveling representative of the brand. Will Sternberger is building up Jean Valjean business in New Jersey while Harry Spies, Louis Elson and Morris Stern are continually increasing sales of Dave Saqui's cigar in the metropolitan district.

The named sizes of the Jean Valjean brand are Broadways, Cosette, Victors, Hugos, Fantine, Ups and Downs, Tip Tops, Perfectos, Triangulares, Coronas, Petit Perfectos, and Little Jean.

## MACHINERY IN TOBACCO INDUSTRY

**Many Ingenious and Labor-Saving Devices Built by the John B. Adt Co.**

Inventors and machinists have greatly aided the progress and expansion of the tobacco industry. Its growth has been largely made possible by the use of special machinery. In the preparation of tobacco products, many things now done easily, almost automatically, were either unknown or considered impracticable, 50 years ago. Patented machinery designed to improve, facilitate, cheapen, expedite and increase the manufacture of tobacco products enables outputs to be multiplied and marketed to much better advantage.

The success of a manufacturer largely depends on the efficiency of his machinery. In nearly every process, however difficult, complicated or delicate, the work can be performed by an adequate up-to-date machine. Colossal enterprises in the tobacco business are made possible because such excellent results, and so much, can be achieved with rapid-working, economical machinery.

While the proper equipment of a modern tobacco factory requires the expenditure of large sums, the money thus invested has great earning capacity. Acquaintance with the needs of manufacturers of tobacco products, experience, experimentation and the skill to devise precisely the appliance desired, has resulted in the development of machinery that transformed tobacco manufacturing from what it was 50 years since, to what it is today.

Despite the changes the past half century has wrought, the John B. Adt Co., of Baltimore, which as long ago as 1865 was already notable among manufacturers of the tobacco machinery used then, is still a leader in developing result-securing, labor-saving machinery for tobacco factories.

Among the many appliances of superior utility that the John B. Adt Co. manufactures are tobacco cutters, granulators, tobacco packers, driers, coolers, conveyors, stem rolling machines and snuff toasters. Tobacco machinery made by the John B. Adt Co. is installed in practically all the big factories in the United States, and Adt machines are used and praised in every part of the world.

### WINDOW TRIMMING SERVICE.

The National Window Trimming Co., the largest concern of its kind in business, is developing a great variety of ideas for making show windows attractive and producing direct profit to the store. Some of the work recently done for the P. Lorillard Co. is really marvelous.

# MECCA

## CIGARETTES

*New York Evening Journal, December 7, 1914.*

The Belgians adore their brave King and he adores them. The democratic friendship between the King and the common soldiers is amazing. It is quite customary for him to hand his cigarettes to them and take a light from them in return. He spends a portion of each day in the trenches with them.

**MECCA Cigarettes are the most popular smoke in the most democratic country on earth—the United States.**



**Matchless *Quality* makes this wonderful Turkish Blend the largest selling brand in America today. Millions of Americans smoke MECCA in preference to any other cigarette, because MECCA gives them "Perfect Satisfaction." Have you tried them?**

In the handy slide box, 10 for **5c** In the oval foil package, 20 for **10c**

THE AMERICAN TOBACCO COMPANY



# UNIVERSAL CYCLOPEDIA OF TOBACCO TRADE TERMS

## NAMES AND DEFINITIONS IN CONVENIENT ORDER FOR READY REFERENCE

COMPILED BY C. FRED: CROSBY.

### GENERAL TERMS.

Brand.—The specific title under which a particular make of cigars, cigarettes, little cigars, smoking or chewing tobacco, or snuff, is packed and becomes known to the trade and to the customers.

Private Brand.—A brand which is owned or controlled by a dealer or jobber, and which he may have made by any manufacturer he sees fit, changing it from one factory to another if he desires.

Factory Brand.—A brand owned by a manufacturer, for which he may give exclusive control to certain jobbers or dealers in certain clearly defined territory for a specified term of years.

Open Brand.—A brand owned by a manufacturer which is offered and sold to any one in the trade without restrictions as to who else shall sell or handle it.

Advertised Brands.—Brands to which the manufacturers have given wide publicity through the newspapers, on bill boards and by other means.

Clear Havana Cigars.—Cigars which are made entirely from Cuban grown tobacco.

Made-in-Bond Cigars.—Cigars made in factories which are in effect United States bonded warehouses, with a Government store-keeper in charge, and into which only imported Cuban tobacco can be received or used. The boxes in which cigars made in bonded factories are packed, bear the guarantee stamp of the United States Government, certifying that the cigars are made exclusively from imported Cuban tobacco, and according to the Spanish hand-work system, or the team-work system, as the case may be.

Bonded Cigars.—The same as made-in-bond cigars.

Seed and Havana Cigars.—This term is usually a misnomer as it is usually applied to all cigars containing any Havana tobacco, intended to retail at ten cents each or upward. The great majority of so-called seed and Havana cigars are made with an Havana filler, a domestic binder and a Sumatra wrapper. Other so-called seed and Havana cigars are made with an Havana filler, a domestic binder and a wrapper of Connecticut, Florida, or Mexican leaf. The term "seed and Havana cigar" does not, in the trade usage, apply to a cigar intended to retail for five cents, although it may be made in a similar manner to the goods which generally bear that title.

All Havana Cigars.—Term infrequently used and means the same as a clear Havana cigar.

Pure Havana Cigars.—Same meaning as clear Havana cigars, and but little used.

Havana Cigars.—A name which has come to have little significance, as it is frequently applied to cigars which have not a shred of Cuban-grown tobacco in their makeup. Originally it was used to designate cigars which contained a generous proportion of the Cuban leaf, although not absolutely clear Havana.

Clear Porto Rican Cigars.—A term sometimes employed to designate a cigar made entirely from Porto Rican grown tobacco.

Porto Rican Cigars.—The general term applied to cigars made in Porto Rico, the majority of which are made from Porto Rican tobacco, although in some cases the native tobacco is either blended or wrapped with leaf grown in the United States, Mexico or elsewhere.

Sumatra Wrapped Cigars.—Cigars with a wrapper of Sumatra leaf, and generally containing an Havana filler, with a domestic binder.

Shade-Grown Wrapped Cigars.—A term which has come into extensive use within the past few years, and usually applies to cigars with an Havana filler, and either an Havana or domestic binder, and wrapper of domestic tobacco grown under tent cloth, which gives the lighter color and texture. The best shade-grown wrappers are raised in the Connecticut Valley, although some shade-grown wrapper is raised in other sections. Shade grown wrapped cigars frequently alluded to and advertised as mild Havanas.

Shade Grown Cigars.—Same meaning as shade-grown wrapped cigars.

Manila Cigars.—The trade term for all cigars made in the Philippines, the vast majority of which are manufactured in the city of Manila or its immediate suburbs.

Domestic Cigars.—Strictly speaking, this term applies only to cigars made entirely from tobacco grown in the United States, although it is somewhat loosely used at times to designate any cigar made in the United States, in distinction from an imported cigar.

Imported Cigars.—In trade parlance limited exclusively to cigars from Cuba.

Key West Cigars.—Now obsolete except as applied to cigars actually made in the city of Key West. For many years the term was loosely applied to all clear Havana cigars made in Florida, whether at Tampa, St. Augustine, Jacksonville, or elsewhere in the State.

Mild Havana Cigars.—See shade-grown wrapped cigars.

Blue Label Cigars.—Cigars packed in boxes bearing the blue label of the Cigar Makers' International Union, denoting that they were made in factories working under agreement with that organization and in which only union cigar makers are employed.

Union Label Cigars.—The same as Blue Label cigars.

Union Made Cigars.—Cigars made by cigar makers connected with the Cigar Makers' International Union, and which may or may not bear the blue label of the union upon the boxes.

Cheroots.—A roll of tobacco similar to a cigar but made from the cheaper grade of tobacco, and of indifferent workmanship.

Stogie.—A roll of tobacco of the same general character as a cheroot. Pittsburg and its immediate suburbs has long been famous as the chief center of the stogie industry, although they have also been made in various other sections of Pennsylvania, as well as in Ohio and West Virginia.

Tobie.—A name used interchangably with stogie. Cheroots, stogies and tobies are all classed in the Internal Revenue returns as cigars.

Little Cigars.—Diminutive cigars, containing not more than three pounds of tobacco to the thousand, generally retailed in packages of ten; and originally known, and for a number of years described in the Internal Revenue returns as All Tobacco Cigarettes.

### CIGAR COLORS.

The color designations are not used with the same care by all manufacturers, and cannot be relied upon as an infallible index. They may also vary somewhat from year to year, as crops run more largely to dark or more largely to light shade. The color markings most commonly used are:

Claro.—Light brown.

Colorado-Claro.—Slightly darker.

Colorado.—Brown.

Claro.—Darker and shading toward reddish brown.

Claro-Maduro.—A ripe, rich dark red.

Maduro.—Darker, and shading more toward a deep brown.

Maduro-Oscuro.—Still darker.

Oscuro.—Darkest of all.

Oscuros, Maduro-Oscuros and Maduros were once the most popular colors; then for a number of years the lightest shades were most in demand; but during the past two years there has been a change, and the fashion seems to have set in strongly toward the dark colors again.

The following color markings were at one time used to some extent by factories in Havana, although the designations are but little known in the trade today:

Amarillo Claro.—Light yellow.

Amarillo.—Yellow.

Amarillo Obscuro.—Dark yellow.

Pajizo Claro.—Light green or straw color.

Pajizo.—Green.

Pajizo Obscuro.— Dark green.

### MARKS DENOTING STRENGTH.

The following marks denoting the strength or mildness of the tobacco formerly appeared upon boxes of cigars made in Havana, although they are but seldom used at the present time.

Fuerte.—Heavy strong.

Entre Fuerte.—Medium strong.

Flojo.—Mild.

(*Continued on page* 142.)



HENRY REUTERDAHL

Henry Reuterdahl, famous naval artist and expert on naval construction, says:

*"You've got to smoke while painting out of doors in winter—it helps you to keep warm. And a pipeful of pure, mild Tuxedo tobacco makes one forget the cold, and the paint flows more freely."*

H. Reuterdahl

# WHY You Should Smoke a MILD Tobacco

A MILD tobacco is soothing, restful, healthful. Strong tobacco irritates and may cause nervousness. Tuxedo is the *ideal* tobacco. It is the mildest tobacco—yet *rich* and has a delicious flavor and aroma.

You can smoke Tuxedo—pipeful after pipeful—with continued enjoyment. Tuxedo can't bite your tongue or irritate the delicate membranes of your mouth and throat—because in Tuxedo every unpleasant feature has been removed by the *original* "Tuxedo process" of treating the tobacco leaf.



WILLIAM F. MURRAY

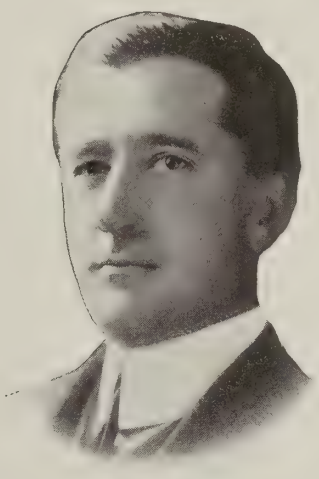
Congressman William F. Murray, of Boston, Mass., who, in addition to other distinctions, is the youngest member of Congress, says:

*"In my recent campaign for Congress, I had occasion to speak many times nightly. I found that Tuxedo tobacco and a good pipe have a very soothing effect on the vocal cords after a hard speaking tour."*

William F. Murray

# Tuxedo

## *The Perfect Pipe Tobacco*



GEO. P. JAMES

Geo. P. James, District Passenger Agent of the Atlantic Coast Lines, at Washington, D. C., says:

*"I'm a great admirer of Tuxedo. It's cool, pleasant to the taste, and has the happy faculty of keeping my brain 'clear for action.'"*

Geo. P. James



CHARLES K. HARRIS

Chas. K. Harris, well-known composer, author of "After the Ball" and other famous songs, says:

*"I find a lot of inspiration in Tuxedo. It has a pleasant fragrance and nerve soothing qualities that are undeniable."*

Chas. K. Harris

Every new, good thing is imitated. Tuxedo was born in 1904, and is the *original* in its field.

Since 1904 many imitators of Tuxedo have appeared. Not one of them has ever been able to discover the secret process which makes Tuxedo the pleasantest, healthfulest smoke in the world.

Compare the imitations with Tuxedo: *look* at them, and note the lighter, milder color of Tuxedo; *smell* them, and note the marked superiority of the odor of Tuxedo; *smoke* Tuxedo in comparison with them, and you will find a difference in *taste* so pronounced that you will never again smoke anything but Tuxedo.

Test Tuxedo by smoking it for a week. At the end of the week you will have had the most enjoyable smoke week of your life.

## YOU CAN BUY TUXEDO EVERYWHERE

**Famous green tin, with gold lettering, curved to fit pocket** **10c**

**Convenient pouch, *inner-lined* with moisture-proof paper** **5c**

**SAMPLE TUXEDO FREE—**
**Send us 2c in stamps for postage and we will mail you prepaid a souvenir tin of TUXEDO tobacco.**
**Address**
**TUXEDO DEPARTMENT**
**Drawer S, Jersey City, N. J.**




*Illustrations are about one-half size of real packages.*



ROY NORTON

Roy Norton, well-known writer, author of "The Plunderer," etc., says:

*"As a veteran expert in tobacco, I have come to the conclusion that Tuxedo beats them all."*

Roy Norton



GEORGE E. PHILIPPS

George E. Philipps, Mayor of Covington, Kentucky, says:

*"A good pipe, and Tuxedo to fill it, and I'm satisfied. The tobacco in the little green tin has no rival as far as I am concerned."*

Geo. E. Philipps

## TOBACCO TRADE CYCLOPEDIA

(*Continued from page* 140.)

### SHAPES AND SIZES OF CIGARS.

There is no arbitrary gradation of sizes, and many of the terms in use vary largely with different manufacturers. In the standard shapes there is a general correspondence, but different manufacturers in their endeavors to give the largest variety, introduce various gradations to which they give various fanciful names of their own, which have no real technical significance. The following are the most common terms general to all manufacturers of high grade goods:

COQUETAS.—A small, daintily made cigar, little larger than a cigarette, usually resembling the Perfecto in shape.

PETIT DUCS.—Of the same general style as the Coqueta, but slightly larger.

DAMAS.—Of the same type as Coquetas and Petit Ducs, but usually packed more daintily.

ENTRO ACTOS.—Another small size, but made within somewhat less care than the three foregoing shapes.

PURITANOS.—A medium sized cigar tapering slightly toward each end.

PURITANOS FINOS.—Of the same general character as the Puritano, but usually slightly larger, and presumably made with somewhat more care.

CLUB HOUSE.—A short, thick cigar, tapering slightly at the ends.

LONDRES.—An almost straight cigar, with a blunt end at the head, and tapering but slightly to the tuck.

LONDRES GRANDE.—Of the same shape as the Londres, but somewhat larger and supposedly more carefully made.

BREVA.—Of the straight or Londres shape, usually considerably larger, but much more loosely rolled, and packed under pressure so that it is flattened into an oval shape instead of remaining round.

PANATELA.—A long, straight cigar, but extremely small in diameter.

TRAUBUCO.—An exaggerated Perfecto, with a considerable bulge in the centre.

MEDIO PERFECTO.—Somewhat smaller, and made with less care than the Perfecto.

PERFECTO.—A fine and gracefully shaped cigar of generous size, tapering gradually to a fine point at each end.

PERFECTO FINOS.—Somewhat larger and presumably made with more care than the regular Perfecto.

INVINCIBLES, IMPERIALS, BISMARCKS AND MAGNIFICOS, with other similar terms, are used by manufacturers for their largest and finest sizes, and are usually made in Perfecto shape.

REINA VICTORIA was originally used to designate cigars of the Perfecto shape tied in bundles with a narrow strip of ribbon, but latterly it has lost something of that significance and is frequently applied to a sort of modification of the Perfecto shape.

The word or words designating the size and shape of the cigar appears on the center of the box front, and is known in the trade as the FRONT MARK, but there are innumerable front marks in use, such as After Dinners, Between the Acts, Fancy Tales, and so on, which convey little idea as to shape or size.

### CIGAR MAKING TERMS.

STRIPPING.—The process of removing the stems and ribs from the tobacco leaf.

CASING.—The process of dampening the tobacco, so that it can be handled by the cigar makers without breaking and crumbling.

BLENDING.—Mixing leaf tobacco of different types and growths to produce mellowness and uniformity.

WRAPPER.—The section of leaf which covers the filler and binder, and determines the appearance of the cigar when completed.

BINDER.—A large section of leaf rolled about the filler to hold it in shape.

FILLER.—The tobacco which constitutes the inside or the chief part of the cigar.

LONG FILLER.—Filler the full length of the cigar.

SHORT FILLER.—Filler of various lengths, usually from one-quarter to one-half the length of the cigar.

SCRAP FILLER.—Filler composed of scraps and cuttings considerably smaller than Short Filler.

WRAPPER SELECTOR.—The man who carefully examines the leaf in the factory and culls out what is most suitable for use in wrappers for cigars of each of the various shapes and sizes.

HAND MADE.—Cigars that are rolled entirely by hand.

SPANISH HAND MADE.—Cigars that are made by a superior workman possessed of great skill and deftness of fingers, giving the cigar a character and finish entirely different from ordinary hand workmanship.

CUBAN HAND MADE.—Practically the same as Spanish hand-made.

MOULD WORK.—The process of making in which the workman puts the filler inside the binder, and then places it in a wooden mould to acquire the desired shape before the wrapper is put on. Mould work requires far less skill than hand work and is therefore cheaper, and the cigars are of an inferior character.

TEAM WORK.—A method employed in some factories whereby a number of cigar makers work together, the less skilled putting the filler and binder together and passing it on to another more skilled, who shapes the cigar and puts the wrapper on. This seems to expedite the work and reduce the cost of production, but it is done at the expense of the workmanship and finish of the cigar.

SUCTION TABLE.—An ingenious device by which the cigar is rapidly rolled in a fold of canvas, the tobacco being held in place by the suction of a current of air. Suction tables have come to be largely used in the production of cigars retailing for five cents or less, although some manufacturers employ them on higher priced goods.

SORTER.—The man who takes the cigars when they come in bulk from the hands of the cigar makers, and assorts them according to the shade and color of the wrapper, so that those of the same shade are placed together in the boxing.

PICKERS AND PACKERS.—The same as sorters.

CIGAR FLAVORS.—Preparations used by some manufacturers, particularly those making the cheaper grades of goods, and supposed to give their product better flavor and aroma. Different preparations of licorice are largely used for this purpose. Prune juice was at one time quite frequently employed as a cigar flavor. Other flavors are prepared by soaking the stems and sometimes the scraps of really fine Havana tobacco for a considerable time, and then extracting the juice under high pressure.

### CIGAR BOXES.

FOURTHS.—Boxes containing 250 cigars. These are extremely rare in the American trade at the present time, although at one time almost every manufacturer had some demand for them. Fourths are still used to some extent in England.

TENTHS.—Boxes containing 100 cigars. Less than a quarter of a century ago the great majority of cigars made and sold in the United States were packed in tenths.

TWENTIETHS.—Boxes containing 50 cigars. For a number of years twentieths were in greater demand than any other size in the United States. There are many of them still in use.

FORTIETHS.—Boxes containing 25 cigars, which have grown rapidly in favor with the American trade during the past 10 or 15 years, gradually superseding twentieths, as they had previously superseded tenths.

EIGHTIETHS.—Boxes containing either 12 or 13 cigars, generally the former. It is only within about ten years that eightieths have come into use, as formerly the Internal Revenue stamp for fortieths was the smallest issued. Stamps for eightieth packings were originally designed for the convenience of manufacturers in getting out samples, but it was found to be a convenient size for the use of travelers, and also a desirable size for many buyers at the Christmas holiday. The demand for this size is still small, however, in comparison with that for fortieths and twentieths. Some few cigars are now packed five or ten in a box, in accordance with a recent amendment in the law. These various packings are those legally provided for by the United States revenue laws, and any other number except 200 or 500 cigars, would constitute an illegal package liable to consfication by the revenue officers.

BACK LABEL.—The label which appears upon the inside of the cover of a cigar box; usually a handsome piece of lithographic work in colors.

TOP LABEL.—A label sometimes used upon the top of the cover of a cigar box; seldom used except in the case of holiday or other special packages.

END LABEL.—The label which appears upon the right hand end of a cigar box. When tenth packings were in vogue, the ends of the boxes were almost square, and the end label showed up conspicuously. In the twentieth and fortieth packings there is less room for the end label, which frequently overlaps upon the top and bottom of the box and is less attractive than formerly.

NAIL TAG.—A bit of ornamental paper, usually oval in shape, and of more or less elaborate design, pasted over the front and top of the box to conceal the nail by which the cover is tacked down.

STRIP STAMP.—The long, narrow stamp pasted around cigar boxes near the end to denote payment of the Internal Revenue tax. Manufacturers are required by law to so affix these stamps that they will be broken when the boxes are opened, and dealers are required to further deface the stamp when the box is emptied.

IMPORT STAMP.—The stamp affixed to boxes of imported cigars to denote the payment of customs duty. These were formerly similar in character to the Internal Revenue stamp, ex-

(*Continued on page* 144.)

## THE BIGGEST CIGAR FACTORY

**H. Fendrich Plant at Evansville, Ind., Is Said to Be the Largest of Its Kind in the World.**

The average member of the trade if asked off-hand where the biggest cigar factory in the world was located would probably say in an equally off-handed way, "New York or Philadelphia."

They would be far from correct as a matter of fact, a good many hundred miles from correct. The biggest cigar factory is located a long day's journey westward from either New York or Philadelphia, and is found in the city of Evansville, Ind.

It is the old-established Diamond Jo factory of H. Fendrich where the famous Charles Denby brand of nickel cigars are made. Not only is this factory the largest, but it is one of the most thoroughly modern and up-to-date establishments of its kind to be found anywhere.

The Fendrich plant as it stands today replaced its predecessor which was destroyed by fire a few years ago, and in planning the new factory nothing was left undone that long experience and the careful inspection and study of the best existing cigar manufacturing plants could suggest.

Special efforts were made to have the present Fendrich factory one of the best lighted and best ventilated industrial buildings in the United States, and to make it both pleasant and convenient for the army of employees.

The Charles Denby cigar made in the Fendrich factory has an enormous sale, being literally distributed from the Atlantic to the Pacific, and the sales are steadily and rapidly increasing. The brand is distributed in big cities like New York and Chicago as well as in smaller towns and villages all over the land.

## CIGARS LED THIS MAN TO FORTUNE

**But He First Narrowly Escaped Becoming a Sexton at a Salary of $12 a Week.**

THIS is a story that went the rounds of the Middle West some time ago. Can anyone in the trade identify the cigar man who might have been a sexton?

There was a man who could neither read nor write. He had never attended school, but he had a pleasing address and some natural gifts.

He heard that the position of sexton at a church was vacant and being out of work he applied for the job. He offered good recommendations and being sober and industrious he was favorably received. He was about to get the place, when he was asked if he could read and write.

He answered no. They declined then to make him sexton. It would never do to have a sexton who could not read and write.

He had a friend who kept a cigar store. To him he told of his failure.

"I'll tell you what I'll do for you, Tony," said his friend. "Here's a box of cigars. I'll stake you to it. Go out and sell it. Go ahead."

He sold the cigars, and with the proceeds he bought more. And so on. He discovered that he was a salesman.

It was not long before he had a little cigar store of his own. His business thrived, and in a little while he had a dozen stores, all doing well.

Then he bought a store building, and sold it at an advance. He continued his real estate operations and was steadily successful.

One day he went into his bank out of breath, and said to the cashier:

"Say, I want a hundred thousand dollars, and want it quick. If I can get it before 3 o'clock I stand to make a big killing. Go on, now; lend it to me."

The cashier looked at him curiously, and smiled. "What do you want to borrow money for, Tony? Do you know how much you have in here?"

"No."

"Your balance is over $250,000."

"Gee!"

"Didn't you know?"

"No. I don't know nothing about figures. I can't even read and write."

"Good heavens!" cried the cashier. "What would you have been if you had only had an education?"

"Well," replied Tony, after a minute's thought, "I would probably have been a sexton at $12 a week."

### MEERSCHAUM PIPES.

The first meerschaum pipes with short stems, where the amber joins, were made by Mr. Saltiel, an enterprising young pipe-carver of Vienna, exhibited in London in the year 1855 at the first world's fair. The wealthy classes of the entire world, through this, overwhelmed him with so many orders that he found himself suddenly rich and became insane.


THE TOBACCO THAT IS FRAGRANT WITH THE SOUTHERN SUNSHINE

THE BRAND THAT PLEASES THE PARTICULAR SMOKER




"A BRAND THE DEALER CAN BANK UPON"

PRIDE OF REIDSVILLE

This brand has been on the market nearly half a century, and it is selling more largely today than ever before. We have positive proof that many jobbers and retailers are selling more **Pride of Reidsville** than any other granulated smoking tobacco. We present a few of the many testimonials received:

"I have been smoking your tobacco now for over eight years, and am today more delighted with it than when I first made its acquaintance. You really are engaged in a charitable occupation — in giving to suffering humanity the pleasure of smoking so good a tobacco."—BERKLEY R. DAVIDS, Editor, Northport, L. I.

"We have sold 'Pride of Reidsville' tobacco for years, and not only has it proved a better seller than any competitor, but has been subject to less complaint than any smoking tobacco that we ever sold."—J. A. TAYLOR, wholesale grocer, Wilmington, N. C.

"It has been a great source of pleasure for me during the 10 years of handling 'Pride of Reidsville' by me to recommend it to the particular smoker for cigarette or pipe smoking and then see him come back for more."—EDGAR B. BICKER, retailer, St. Louis.

If you are a wide-awake and enterprising dealer we want you to write for a free sample of the **Pride of Reidsville,** and full particulars as to our splendid money making proposition. Let us prove to you that we can make it to your interest to sell and push our brand. Remember no order is too large for our capacity, and none too small for our most careful attention.

ROBT. HARRIS & BRO., Inc., Reidsville, N. C.

IT IS BOTH UNION-MADE AND THE BEST MADE

GROWN IN THE FAMOUS OLD PIEDMONT BELT OF NORTH CAROLINA

## TOBACCO TRADE CYCLOPEDIA

(*Continued from page* 140.)

cept that they varied in color. The regulation was changed some two years ago and now the import stamp is much less conspicuous than the strip stamp and is affixed to the bottom of the box.

Caution Notice.—A slip of paper bearing the number of the factory and the Internal Revenue district in which the cigars are made, together with the statement that all requirements of the law have been complied with, and warning that the box must not be used again. The law is imperative that such a notice shall be affixed to every box of cigars.

Brand of Factory.—The number of the factory and the Internal Revenue district, together with the number of cigars the box contains, which the law requires shall be burned into every box in which cigars are packed.

Edging.—The paper pasted about the edges of a cigar box, sometimes in plain white or colored strips, but more frequently lithographed in some fanciful design, often embodying the name, initials or monogram of the manufacturer, or the name of the brand.

### MANUFACTURED TOBACCO.

There were practically but three or four general varieties of manufactured tobaccos made in the United States, for many years. These were Plug, Twist, Finecut and Granulated, the first being used for both smoking and chewing, the second and third for chewing, and the latter exclusively for smoking. Of late years the varieties have been greatly increased, and many of the names originally employed in Great Britain have become more or less common in the United States. Plug tobacco, once universally sold and used all over the United States, is growing less and less in demand year by year. The following are the varieties of manufactured now most used:

Birdseye.—A cut tobacco originating in England, in the manufacture of which the stems were cut up with the leaf, and standing out round and light in the mass present the appearance of birds' eyes.

Cavendish.—A cut tobacco to which a certain amount of sweetening is applied in the process of manufacture, so called from its inventor, Lord Cavendish.

Curly Cut.—A tobacco so finely shredded as to present the appearance of coarse hair.

Cut Plug.—A tobacco prepared in a similar manner to the ordinary and then cut ready for use before packing.

Fine Cut.—Tobacco cut into long shreds and highly moistened and flavored for chewing. This was originally packed in wooden buckets and barrels, to be retailed to the consumer by loose weight, and was sold in enormous quantities. Its use has been steadily decreasing for many years, and such as is now sold is usually packed in small tinfoil packages.

Flake Cut.—A coarsely granulated tobacco, usually packed in tins, for smoking.

Granulated.—Finely pulverized tobacco, usually packed in cloth bags and used exclusively for smoking.

Honey Dew.—A type long in favor in England, similar to Cavendish, but more finely shredded.

Killikinick.—A mild granulated smoking tobacco flavored with the leaves of a species of bitter willow.

Kanastar.—Coarsely shredded Havana tobacco, similar to the modern snuff.

Long Cut.—Tobacco cut in long and rather coarse strips, for smoking.

Mixture.—There are mixtures in almost infinite variety, combining tobaccos of different growths. They were practically unknown up to within comparatively recent years, but have obtained wonderful vogue, and are steadily growing in favor.

Orinoco.—A mild, granulated smoking tobacco, packed in cloth bags.

Navy.—A plug tobacco of a coarse, strong type, made in both light and dark colors, at one time in great demand among both landsmen and sailors. Used for both chewing and smoking.

Navy Cut.—Of the same general type as the Navy tobacco, but cut ready for use at the factory.

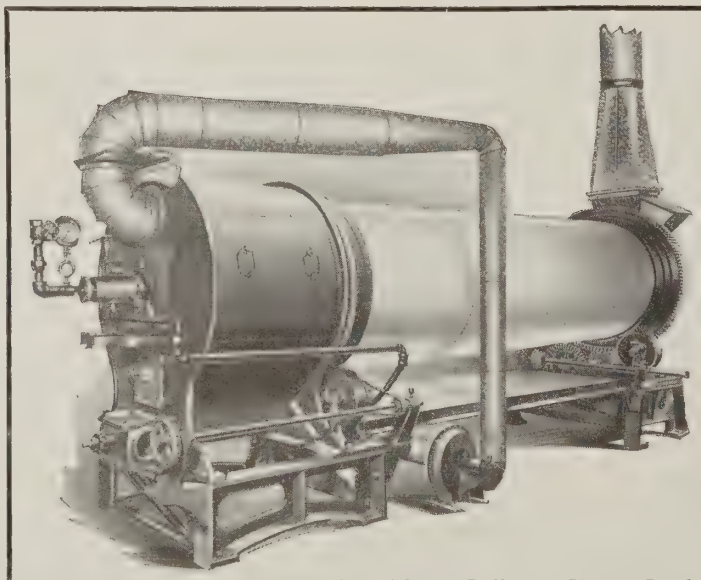
Negrohead.—A dark plug, or cut plug tobacco, containing an excessive quantity of sweetening.

Nailrod.—A variety of highly compressed tobacco, quite popular in England.

Plug.—Hard pressed flat cakes of tobacco, formed from different combinations of leaf of various growths and strengths, sweetened and flavored according to various formulas. This was for nearly a century the form in which tobacco was most commonly manufactured and

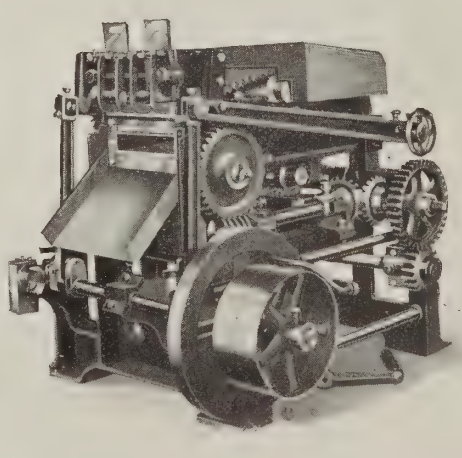

# The "Adt" Tobacco Machinery

**SUBSTANTIAL : Established 50 Years : ECONOMICAL**



The "Adt" Steam Dryers, Built in Eleven Different Sizes. Send for Circular No. 300

**These Machines are now used in all parts of the world and are recognized everywhere as the leading types of this class of machinery.**



The "Adt" Tobacco Cutters, Built in Five Sizes. Send for Circular No. 700

**Besides the above machines we also manufacture**

Furnace Dryers—Coolers—Granulators—Stem Separators—Stem Rollers—Packers—Knife Grinders—Scrap Tobacco Cutters—Snuff Mills—Casing Rolls—Casing Machines—Dressing Machines—Mixing Machines—Tobacco Cheese Cutters—Retainers—Sifting Machines—Ordering Machines—Hogshead Presses—and Passenger and Freight Elevators.

We will be pleased to send you our latest catalogue, illustrating and describing these machines.

**THE JOHN B. ADT CO., Baltimore, Md., U. S. A.**

**OFFICE: Holliday and Pleasant Sts.** **SHOPS: 326 to 344 N. Holliday St.**

sold in the United States, and considerable quantities are still used, although it by no means is as generally consumed as it was 25 years ago, and the demand seems to be steadily decreasing.

Pigtail.—See Twist.

Roll.—Similar to Plug, except that it is shaped in round rolls instead of flat layers.

Returns.—A tobacco similar to the English Shag, except that it is more finely cut. It derives its name from the fact that it was originally manufactured by returning the ordinary shag to the cutting machine and running it through a second time.

Scrap.—A tobacco made from the scraps and cuttings of cigar factories, packed both with and without being sweetened or flavored. Used for both smoking and chewing. Its use has grown to enormous proportions in many sections of the United States within the last few years.

Shag.—A coarse, long cut, unflavored tobacco, for many years an enormous seller in England.

Twist.—A tobacco highly sweetened and flavored, and then woven and braided by machinery into large strands resembling a cable. Also called Pigtail.

## TYPES OF TOBACCO.

There are innumerable minor divisions into which leaf tobacco may be divided and subdivided, most of the principal tobacco growing countries having numerous districts in which tobacco is raised which varies more or less from that grown in all other districts.

The principal tobacco growing countries are the United States, Cuba, Sumatra, Turkey, Greece, Germany, Austria, Russia, the Philippine Islands, Australia, Porto Rico, Mexico and various South American countries, although there is hardly a country in the world outside the frozen zones where the cultivation of tobacco has not been tried with greater or less success.

Some of the types vary widely, while in other cases they are so closely related that only an expert could detect the subtle shades of difference. The following is perhaps the most complete summary of this kind that has ever been attempted, and yet it might be extended and further divided and sub-divided almost indefinitely.

## TYPES OF CUBAN LEAF TOBACCO.

Vuelta Abajo.—Grown in the Province of Pinar del Rio, near the western end of the island, and universally conceded to be the finest type of cigar leaf in the world. The average annual production in a normal year is not far from a quarter of a million bales. Among the subdivisions of Vuelta Abajo are Mantua, Remates, Guane and Vinales, which are of the heavier types, in demand for blending with lighter leaf; San Luis, fine light wrappers; San Juan y Martinez, also superior wrapper leaf; Rio Hondo, light and aromatic; Consolacion del Sur; Pinar del Rio, which is descriptive of the leaf grown in the geographical center of the province; Bajas, Consolacion del Norte, and Parti Sur, the last three being among the less desirable of all Vuelta Abajos.

Semi-Vuelta.—A heavy, aromatic tobacco, grown in the Province of Pinar del Rio, but distinctly separated from the genuine Vuelta. The average production of Semi-Vuelta in a normal year is about 20,000 bales, and practically all of it comes to the United States.

Partidos.—Grown principally in the Province of Havana, and highly esteemed because of its plentiful yield of leaf suitable for wrappers. It is of a much lighter quality than Vuelta Abajo, and is desirable for blending with the heavier tobaccos. The normal yield of Partidos is not far from 80,000 bales. There are several subdivisions of Partidos, of which the most prized is the famous Tumbadero, noted for its fine wrappers; La Salud, second only to Tumbadero, which it greatly resembles; Artemisa, a rich, aromatic filler leaf; Govea, a rich leaf, fairly plentiful in its yield of wrappers; Bejucal, which is fairly good; and La Seiba, Wajai Caimito and San Jose de las Lajas, which are all more or less inferior.

Remedios.—Grown in the Province of Santa Clara. Strictly speaking, the Remedios tobacco is raised in a comparatively small area of the province, but the term is somewhat loosely applied to leaf produced in a considerable area, and which is sometimes collectively classed as Vuelta Arriba. There is also some tobacco grown in the Province of Puerto Principe which is sold as Remedios.

Santa Clara.—Grown in the central portion of the Province of Santa Clara, and of excellent flavor and aroma. The Santa Clara leaf is frequently described and sold as Remedios, and has done much to enhance its reputation. Other sub-divisions under which tobacco grown in the province are sometimes described include Cienfuegos, Colonia, Santo Domingo, Sagua and Trinidad, and are more or less lacking in quality, and have served to detract from the reputation

THE EXCLUSIVE CLEAR HAVANA CIGAR OF QUALITY

SIMON BATT & CO.'S Established 1899

LA VERDAD

This brand is handled by leading dealers in all sections and never fails to please critical smokers. It has stood the test for several years.




The reliable exclusive clear Havana on the market many years and steadily gaining in favor. More popular today than ever before. Made in every popular size.

Simon Batt & Co. "LA VERDAD" FACTORY Office and Factory: 469-471 Broome St. New York

Factory Number 243—2nd Dist., New York

of Remedios. The Sancti Spiritus is another classification applied to a leaf grown in the province which stands midway between the better and the inferior growths generally sold as Remedios.

YARA.—Grown in the Province of Santiago de Cuba, and easily the least desirable of all Cuban tobacco. Mayri and Gibari are subdivisions of Yara. The average crop of Yara in a normal season is about 12,000 bales, and most of it is exported to Germany, although some is taken by Canada and Central America.

## TYPES OF DOMESTIC CIGAR LEAF.

BALTIMORE CUBA.—Grown in the Miami Valley in Ohio; long leaf, of good body, with a fine and silky but tough texture; sweats a uniform color, and is used for both wrappers and fillers.

BELKNAP.—Grown in Connecticut Valley and in New York; a sub-variety of Connecticut seedleaf, and possessing the same general characteristics.

CONNECTICUT BROADLEAF.—Grown in Connecticut Valley, New York and Wisconsin; large leaf, extremely broad in proportion to length, with fibres at right angles to mid-rib; used for wrappers and binders.

CONNECTICUT SEEDLEAF.—Grown in Connecticut Valley, Pennsylvania, New York, Ohio, Wisconsin, Minnesota, Indiana, Illinois and Florida; broad leaf, strong, thin, elastic, silky, small fibres, sweetish taste, and light color; used for wrappers, the lower grades for binders and fillers.

CONNECTICUT SHADE-GROWN.—Tobacco grown under cheese-cloth or other fabric in the Connecticut Valley. The growing of tobacco under tents in this district has been steadily increasing in magnitude and importance in the past 12 years, and by careful cultivation a distinctive type of fine cigar wrapper leaf has been evolved which commands the highest price of any tobacco raised in the United States. It is fine in texture, light in color, mild in strength, and blends splendidly with the best Cuban leaf.

CUBA.—Grown in Pennsylvania, New York, Wisconsin, Florida and Louisiana; small leaf grown from imported seed, generally of fine aroma; used for wrappers, fillers and binders.

DUCK ISLAND.—Grown in New York and Pennsylvania; broad leaf, handsome appearance; used for wrappers, binders and fillers.

FLORIDA.—Grown in Florida; fine texture, thick but elastic; when grown in certain soils becomes freely spotted with white specks; used for wrappers, binders and fillers.

GLESSNER.—Grown in Pennsylvania, New York and Wisconsin; large, handsome leaf, fine texture, soft and elastic; used for both wrappers and fillers.

HAVANA SEEDLEAF.—Grown in the Connecticut Valley, Pennsylvania, Ohio and Wisconsin; extremely thin leaf of fine texture and delicate flavor; used for wrappers.

KITE-FOOT.—Grown in Indiana; short, wide leaf, apt to cure a greenish color; used only in cheapest cigars, cheroots and stogies.

LITTLE DUTCH.—Grown in Ohio and New York; extremely narrow leaf, thick and short; used chiefly for fillers.

LANCASTER BROADLEAF.—Grown in Pennsylvania and Wisconsin; delicate leaf, of fine, silky texture; used for wrappers, binders and fillers.

PENNSYLVANIA SEEDLEAF.—Grown in Pennsylvania, New York, Wisconsin, Ohio and Minnesota; coarser and darker than Connecticut Seedleaf, and used for cheap cigars, cheroots and stogies.

SPANISH SEEDLEAF.—Grown in New York, Wisconsin and Illinois; medium sized leaf, of uniform dark color; used for wrappers.

SUMATRA SEEDLEAF.—Grown in Florida, Connecticut and Texas; of comparatively recent origin, raised from seed imported from Sumatra, much of it being grown under tent cloth or other shade; leaf light in weight and color, narrow with fine ribs; great things were promised of this leaf upon its introduction, but it has not come up to expectations as a wrapper tobacco.

TEXAS.—Grown principally in Dallas county, Texas; the newest type of cigar leaf to attract attention; soil upon which it is grown is claimed to be identical with that of the most favored tobacco growing districts in Cuba; medium sized leaf, of fine, silky texture, and fine aroma; used for wrappers, fillers and binders; Texas tobacco grown in 1905 sold for a higher average price than any other cigar leaf raised in the United States.

VALLANDINGHAM.—Grown in Wisconsin; large pointed, smooth leaf; used for wrappers, fillers and binders.

WILSON'S HYBRID.—Grown in New York and frequently designated as Little Spanish, and also as Corn-Cross Havana; medium sized leaf, of fine texture; used for wrappers, fillers, and binders.

ZIMMER SPANISH.—Grown in Ohio and Wisconsin; medium sized leaf, of fair texture; used for wrappers, binders and fillers.


# NEUMANN & MAYER CO.

117-123 SOUTH 2ND STREET
PHILADELPHIA, PA.

FROM COAST TO COAST

El Tello El Soltero La Invencia
Bella Mundo Neuco White Knight

HAND MADE IN PHILADELPHIA

## BURLEY TOBACCO.

The Burley tobacco, of which there are several types and variants, is in a class by itself. It is grown in Ohio, Kentucky, Virginia, Maryland, Missouri, Indiana and Tennessee. There are several varieties of Burley, white, red and yellow, and at least two distinct shapes of leaf, one long and broad and the other much narrower. The different varieties and grades of Burley tobacco are used for many purposes, for fancy wrappers for plug tobacco, for plug fillers, and for cigarettes, smoking and chewing tobaccos, both singly and in combination with other types; it has also been used in the manufacture of cheap cigars, stogies and cheroots. Immense quantities of Burley are exported to the principal European countries, it being in especial demand by the French Regie, in Great Britain, Germany and Italy. Burley tobacco is also much used by manufacturers in the United States.

## VIRGINIA BRIGHT TOBACCO.

This is another type of tobacco which is distinctly in a class by itself. It is grown in what is known as the Piedmont belt, which starts in Virginia and runs across the State of North and for a short distance into South Carolina. This tobacco which is also sometimes known as Carolina tobacco is, when cured, of light buff or yellowish tint, is extensively used both for granulated smoking tobacco and for cigarettes, and is consumed in these forms in enormous quantities. Virginia cigarettes made from this type of tobacco are highly esteemed by many smokers in England as well as in the United States.

## PRINCIPAL TYPES OF EXPORT TOBACCO.

Bay.—Grown in Maryland; large, heavy leaf, red spangled and yellow.

Bullface.—Grown in Virginia, North Carolina and Tennessee; large, heavy, oval-shaped leaf, tough, small stems and fibres.

Clarady.—Grown in Kentucky and Tennessee; large, smooth, heavy leaf, extremely broad; in considerable demand in Switzerland, where it is used for cigar wrappers, and in the Regie countries in Europe.

Frederick.—Grown in Virginia and Tennessee; a rough but rich and heavy leaf, much in demand in England and Germany.

Gooch.—Grown in Virginia and North Carolina; broad, round leaf, cures a bright yellow; much in demand for export, as well as by domestic manufacturers of cigarettes and smoking tobacco.

Hickory Leaf.—Grown in West Virginia; leaf of fine fibre and texture, and bright color; in demand for plug wrappers and fillers and smoking tobacco, as well as for export.

Johnson Green.—Grown in Virginia, and said to be a cross of Orinoco and White Stem; large, heavy leaf, of strong flavor.

Long Green.—Grown in Virginia; coarse and heavy.

Lovelady.—Grown in Virginia, Tennessee and Indiana; long, narrow leaf, extremely heavy; exported principally to Africa.

Mann.—Grown in North Carolina; leaf of good body, heavy and gummy.

Orinoco.—Grown in Virginia, Maryland, Missouri, North Carolina, Tennessee and West Virginia; there are several varieties of Orinoco, including the red and yellow, and the big and short; they are largely exported, and are used by domestic manufacturers of plug and smoking tobaccos.

Pryor.—Grown in Virginia, North Carolina, Kentucky, Tennessee, Missouri and Indiana; there are several varieties of Pryor, including the blue, yellow and white, and the silky; they are used for plug wrappers and fillers, in some instances for cheroot and stogie wrappers, as well as for export.

Shoestring.—Grown in Tennessee, Kentucky, Missouri and Virginia; long, narrow leaf, dark and heavy, used for dark navy tobacco, and exported in large quantities to Germany and other European countries.

Sleek Stem.—Grown in Tennessee; large, long leaf; heavy and dark; largely exported.

Thickset.—Grown in Kentucky, Missouri, Maryland, West Virginia, Tennessee and Ohio; long, narrow leaf, of coarse fibre, and extremely heavy.

Twist Bud.—Grown in Kentucky, Missouri and Maryland; large, screw-shaped leaf, extremely heavy.

Williams.—Grown in Tennessee; large spreading leaf, rich, dark and gummy; also known as Beat-All; extensively exported to Great Britain and Germany.

Yellow Mammoth.—Grown in Tennessee; extremely large leaf; coarse and heavy; exported in strips, and for Swiss wrappers.

## OTHER TYPES OF DOMESTIC LEAF.

Adock.—Grown in North Carolina; used for yellow wrappers and fillers, and for fine smoking tobacco and cigarettes.


# THE CIGAR THAT ADDS TONE TO ANY STOCK




**SALVADOR RODRIGUEZ**

**NEW YORK OFFICES: 1600 Broadway**
**BONDED FACTORY: Tampa, Florida**

BADEN.—Grown in Maryland; short leaf; light and inclined to be chaffy; bright yellow, but liable to green spots; used for plug wrappers and fillers, smoking mixtures and cigarettes.

CUNNINGHAM.—Grown in North Carolina; short, broad leaf, thick and stalky; used for fillers and smoking tobacco.

BONANZA.—Grown in Kentucky, Ohio, Virginia and Maryland; a cross between White Burley and Yellow Orinoco; used for smoking tobacco and cigarettes.

BULLOCK.—Grown in North Carolina; broad, smooth leaf; yellow; used for plug wrappers and fillers, smoking tobacco and cigarettes.

FLANAGAN.—Grown in Virginia; similar to Little Orinoco, but broader leaf and finer fibre; used for fancy wrappers, plug fillers and smoking tobacco.

GOURD LEAF.—Grown in Virginia; broad, short, fine and silky leaf; yellow; used for plug and smoking tobacco.

GOVERNOR JONES.—Grown in Kentucky; long, narrow leaf, of good body; used for plug and smoking tobacco.

HESTER.—Grown in North Carolina; heart-shaped leaf; fine fibre and silky; bright yellow; used for plug and smoking tobacco and cigarettes.

HONDURAS.—Grown in Virginia, Kentucky and Tennessee; used in plug and smoking tobaccos.

LACKS.—Grown in Kentucky and Virginia; heavy well colored broad leaf, of fine fibre.

PERIQUE.—Grown in a restricted area in St. James Parish, Louisiana; used principally for blending with milder growths in smoking tobacco and cigarettes; although some of it is put on the market in small carrots, for sale to the consumer.

## TERMS IN TOBACCO GROWING AND CURING.

VEGA.—A field in which tobacco is grown. By common usage in Cuba, a buyer contracts to buy all of the tobacco grown in a certain vega, and it is customary to use the term as applying to a lot of tobacco, which is referred to as a vega long after its removal from the place in which it was grown.

CARROT.—A number of leaves of cured tobacco bound together by the stems for convenience in handling. Also a quantity of Perique tobacco cured and pressed together in a hard mass, of a long oval shape, from which a quantity is cut from time to time as required.

BALE.—The bundle in which cured cigar leaf is ordinarily packed for shipment. One hundred pounds is approximate weight of the bale of tobacco.

HOGSHEAD.—The package in which the tobacco exported from the United States to Europe and other countries is packed. The standard weight of a hogshead of tobacco is 1,000 pounds.

SHADE GROWN.—Tobacco produced under the shade of coarse cloth or other fabric, a custom much in vogue in recent years, the results of which have hardly come up to expectations.

SWEATING.—A species of fermentation through which all tobacco passes in the process of curing.

BULK SWEAT.—The most common method of sweating tobacco by piling it in bins, and allowing the natural heat to start the process of fermentation.

FORCED SWEAT.—Process of expediting the fermentation by the application of artificial heat.

## TYPES OF CIGARETTES.

DOMESTIC.—Cigarettes made entirely or almost entirely from tobacco grown in the United States.

BLENDED.—Cigarettes made from a combination of Oriental tobacco and tobacco grown in the United States.

TURKISH.—Originally applied to cigarettes made from tobacco grown in the Ottoman Empire, but because of geographical changes in recent years it has come to pass that much of the so-called Turkish tobacco is now grown in districts that are no longer Turkish soil. Cigarettes made from tobacco grown in what was formerly Turkey, are still generally classed as Turkish goods.

ORIENTAL.—Some general meanings as Turkish.

MACEDONIAN.—A term just coming into use, to designate cigarettes made from tobacco grown in districts formerly dominated by Turkey, but since controlled by the Greek, or Macedonian Government.

VIRGINIA.—The highest type of domestic cigarette, made from the bright Virginia type of tobacco grown in the Piedmont district extending from Virgina to the northeasterly part of South Carolina.

MARYLAND.—Cigarettes made from dark, strong domestic tobacco, in simulation of a type


A Connecticut Shade Grown Havana Cigar Par Excellence

S. PALO y CA




The mild aromatic cigar that has made good wherever introduced, and is building up business for dealers all over the United States




S. PALO y CA 473 Broome St. New York

Factory Number 87—2nd Dist., New York, SIMON BATT & CO., Proprietors

made by the French Regie from Maryland-grown tobacco, such as has long enjoyed a large sale in France. Maryland cigarettes have a somewhat limited sale in the United States, chiefly among people who have formerly lived in France.

Egyptian.—The term applies to the shape rather than the country. Local cigarettes, made from high-grade Turkish or other Oriental tobacco are commonly termed, in trade parlance, Egyptian cigarettes.

Cairo.—Sometimes employed as a descriptive term for cigarettes imported from Egypt, practically all of which are shipped from Cairo.

Japanese.—Cigarettes imported from Japan.

Manila.—Cigarettes imported from the Philippine Islands, which have been increasing in popularity in the United States in recent years.

Perfumed.—Cigarettes specially scented with attar of roses or other perfumes. These have been on the market for many years but have attained but scant popularity.

Banquet.—Extra large cigarettes, containing more than three pounds of tobacco to the thousand and retailing at a considerably larger price than cigarettes of the standard sizes.

Havana or Habana.—Cigarettes made from Cuban tobacco, and generally confined to cigarettes actually imported from Havana. Havana cigarettes are generally rolled in a peculiar type of heavy paper, known as Pectoral, and instead of being pasted or gummed, are held together by folded ends.

Russian.—Cigarettes terminating a cardboard mouthpiece.

## VARIETIES OF PIPES.

The number of kinds and styles of pipes is practically unlimited, and it would be impossible to even enumerate them all in the space at command. The following are some of those in most general use:

Briar.—Made from the roots of the bruyere tree, and enjoying great favor among large numbers of smokers in all parts of the world. The briar is a thoroughly practical pipe, handsome in appearance, cool and sweet smoking, highly durable. Many substances are used in combination with briar pipes, the bits, or mouthpieces, being made from amber, rubber, bone, horn and celluloid.

Calabash.—A pipe made from a peculiar-shaped gourd, usually lined with clay and sometimes with meerschaum. These pipes came into great popularity in England soon after the Boer war, and a few years later in the United States. The gourds grow freely in South Africa, but they have been successfully raised in some sections of the United States. Calabash pipes were sold at extremely high prices for a few years after they came into popularity, but the price has since declined.

Clay.—One of the most universally used materials for pipes, because of its cheapness. The great majority of clay pipes are made on lines of the severest simplicity, and retail for a cent apiece or less, although a few are made in fanciful shapes, some being highly polished, and sometimes ornamental in colors.

Corn Cob.—Made from cobs of Indian corn, treated with a preparation of plaster, to prevent it from burning too quickly, and furnished with a reed stem. A pipe which is literally made and sold by the million every year. Frequently designated as the Missouri meerschaum.

Meerschaum.—The most expensive material from which pipes are made. It is a peculiarly light, soft clay, found in Asia Minor, which, by reason of the ease with which it may be carved and the beauty with which it colors when smoked, has long been highly prized by smokers. The meerschaum pipe industry was for many years confined to Austria, Hungary and Germany, but was later transplanted to New York, where it became firmly established. Originally meerschaum pipes were so expensive that they could be afforded only by the wealthy. A genuine meerschaum can now be retailed at from a few dollars up to several thousand dollars, according to the size and the amount and character of the carving.

Mock Meerschaum.—There are many varieties of imitation meerschaum pipes. The best are made from the shavings and bits of refuse meerschaum that accumulate in the carving of genuine meerschaum pipes, which are ground and mixed together. Pipes made in this way are sometimes known as chip meerschaum. Others are made from common clay and other material, and so stained as to imitate a genuine meerschaum that has been colored by long smoking.

Patent Pipes.—These are of innumerable variety, although but comparatively few of them have ever attained any permanent and lasting popularity. They vary from the type in which there is some form of trap in the bottom of the

THE
CIGARETTE
They have been looking for
A CHANGE FROM TURKISH
20 for 20c.




MILD
DOMESTIC




EPICURE'S
TASTE
SATISFIED
BEACON
HILL
TOBACCO
2 oz. 15c. 16 oz. 90c.




CHARLES B. PERKINS COMPANY
BOSTON

bowl to catch the moisture, to the so-called cartridge pipes, in which some sort of an absorbent pith is used to take up the moisture.

Powhatan Pipes.—These pipes, which were once great favorites, but which are seldom seen in recent years, have bowls carved from a soft red clay found in different sections of the United States, and sometimes known as pipe-stone, with long reed stems.

Porcelain Pipes.—Sometimes called China pipes, were formerly much used in Germany, and by Germans in all parts of the world. They are baked in crockery kilns, and often most artistically painted, but as they have no powers of absorption they afford a peculiarly rank and unpleasant smoke.

Wood Pipes.—Numerous varieties are utilized for making pipes, among them being weichsel, apple-wood, cocoa, cocus, cherry, myall, and hickory.

Hookah.—An adaptation of the luxurious water pipe of the Orient, consisting of a small bowl of meerschaum or other material, affixed to the neck of a glass bottle, partly filled with perfumed water, and having one or more long, flexible rubber stems connected, so that one or a number of smokers can enjoy it at the same time.

Rustic Pipes.—These pipes, sometimes called Sleepy Hollow pipes, are made from wood to which a portion of the natural bark is left adhering. They are carved in fantastic shapes, and although they can be used for smoking, the large majority of the enormous quantities annually manufactured and sold are used for decorative purposes.

Metal Pipes.—Pipes of various metals, as brass and silver, are in common use in various Oriental countries, particularly in China, India and Thibet.

## TERMS RELATING TO PIPES.

Bit.—The mouth-piece, and that part of the stem of which it forms a portion.

Bowl.—That portion of the pipe in which the tobacco is burned.

False Bowl.—A second bowl placed above the real bowl and temporarily used on meerschaum pipes, to prevent the real bowl from becoming burned while the pipe is being colored.

Lid.—A metallic cover, sometimes placed over the bowl of the pipe to prevent the tobacco being scattered by the wind.

Well-Pipe.—A pipe constructed with a receptacle in the bottom of the bowl, entirely separate and distinct from the part in which the tobacco is burned, but connected with the stem near its entrance to the bowl by a small opening, which serves to drain the moisture from the stem into the well, thus in a measure preventing the pipe from becoming foul.

Cartridge-Pipe.—A pipe constructed with a space in the stem for the reception of a specially constructed piece of pith, blotting paper, or other absorbent material, to take up the moisture, and as far as possible prevent the pipe from becoming foul.

Amber.—A material found in and on the shores of the Baltic Sea, and highly prized for mouth-pieces to pipes. It is of a resinous character, and is believed to be the petrified product of submerged pine forests. It is found in small pieces rarely more than a few inches in length.

Bakelite.—A material which greatly resembles amber, but which, like amber, is practically unbreakable, much used for mouth-pieces or bits for pipes, as well as for cigar and cigarette holders.

Ambroid.—The commercial product of amber, made by fusing small pieces by a secret process, under intense heat. The great majority of the pipe mouth-pieces of so-called genuine amber, especially if they be of any considerable size and length, are really made from ambroid.

## VARIETIES OF SNUFF.

The varieties are almost legion in number. In the old days, before the business had become largely concentrated in the hands of a few big concerns, numerous manufacturers all made almost innumerable varieties, some of them under formulas of considerable antiquity. The business has within the past 15 years become largely standardized, and best known and largest selling varieties at the present time are:

Rappee.—A fine, pungent yellow snuff, highly scented.

Maccaboy.—A dry, dark snuff similar in character to the Scotch, save that it is made from darker tobacco.

Holland.—A dark, moist snuff.

Copenhagen.—A dark, extremely moist snuff, quite similar in character to Holland snuff.

Irish.—A dry dark snuff.

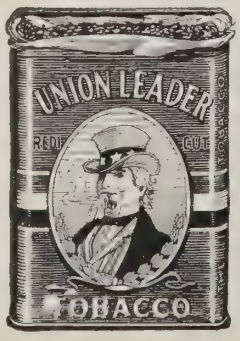
(*Continued on page* 182.)


# All Over the Country

People today are learning the meaning of true economy, and are practising it.

They are demanding Best Quality and Biggest Quantity for their money.

AND they are demanding Union Leader because there never was such a winning combination of Quality and Quantity.




The Quality is in the sweet mellow Kentucky Burley—as good tobacco as ever a man smoked.

The Quantity is in The Big Ten-Cent Tin—the most generous package of *fine* tobacco a dime ever bought.



For PIPE or CIGARETTE

**REDI-CUT**

# UNION LEADER

P. Lorillard Co. Established 1760

## A DOCTOR'S VIEWS ON TOBACCO

**Declares It Is Often Harmful to Advise Patients to Stop Smoking.**

By Karl Frederick.

SMOKERS sometimes have pains in the region of the heart—oftentimes caused by indigestion—and immediately jump to the conclusion that it is caused by tobacco, and that they must stop smoking. The chances are that they would do themselves more harm than good if they stopped smoking entirely, and most well-read physicians will tell them so.

Dr. A. A. Smith, professor of the Practice of Medicine in the Bellevue Hospital Medical College, New York, in a clinical lecture some years ago, said that while admitting the possible evil effects of the abuse of tobacco it was not always wise to make a patient with any chronic diseases, particularly of the heart, give up smoking.

Professor Smith went on to say that he had met with many cases in private practice in which smokers who had heart disease, suffered from palpitation, dyspnoea, and praecordial distress on the slightest exertion when they abstained from tobacco, while on the other hand, if they continued to smoke compensation was well maintained and no particular ill-effects were caused by the valvular lesion.

Among other cases cited by Professor Smith in support of his thesis was that of a young medical man who had been told ten years before that he had grave valvular lesion, and that he had not many years to live. The young man, taking a philosophic view of the situation thought he had better smoke as much as possible while he had the chance. He had been doing so for ten years and the outlook was then better than it was ten years before.

Dr. Smith also referred to two Russian women who were confirmed smokers of cigarettes. Both had organic heart disease, which gave them no trouble unless they gave up tobacco for a time, when symptoms of less of compensation soon showed themselves. Dr. Smith depreciates the inference that the use of tobacco is justifiable in all cases of heart disease, but held that it is not contradicted in all cases.

His fact, however, may fairly be taken as showing that in smokers, at any rate, tobacco is positively indicated in certain conditions, and lovers of the cigar, cigarette or pipe will be glad to have the support of so eminent an authority.

## SUGGESTIONS FOR SMOKERS

**Hints That Might Be Advantageous Displayed by Some Cigar Dealers.**

MANY cigar dealers might find it advantageous to display beside the cigar lighter a neatly lettered card, containing some suggestions, witty or otherwise, on the method of properly lighting a cigar. Here are a few that might be used—and wide-awake dealers can probably think of others.

"Don't light your cigar unless you are drawing on it simultaneously, otherwise you turn the tobacco into carbon, and spoil the flavor and aroma of that which is unburnt.

"Don't smoke a cigar like a fire engine; it will become needlessly heated, and its aroma impaired.

"Don't squeeze or pinch a cigar until it cracks; you'll damage both the wrapper and the binder, and cause the cigar to leak.

"Don't relight your cigar, if it goes out, until you have blown through it once to remove the stale smoke. If you do this you will find that, when relighted, the flavor will not have been seriously impaired.

"Don't 'worry' a cigar by constantly flicking off the ashes; they will fall off at the proper time.

"Don't tear the leaf off your cigar by biting off the end; use a cutter or a sharp knife.

"Don't smoke fast; smoke slowly.

"Don't chew the end of a cigar.

"Don't wet it at all."

There are smokers who do not know how to light and smoke a cigar properly, and even those who do may see something among these hints that they have never heard of before.

Don't make the mistake, once you have hung up such a card, of leaving it there for ever. Such things become stale after a while, and when your judgment tells you that it has been up long enough, take it down and put up some other attractive matter in its place.

### WILL IMPORT MANILAS.

The Bowring Co., of 17 Battery Place, representing the Philippine Co., Ltd., of Manila, is planning to import Manila cigars, other than the cheaper sizes, on a rather extensive scale in the comparatively near future.


# The Aristocrat of Mild Havana Cigars

**DISTRIBUTED BY**

Best & Russell Co.,
Illinois Distributor.
John Hoffman & Sons Co.,
Wisconsin Distributor
Carpenter Cook Co.,
Michigan Distributor
Ed. M. Lieblein,
Upper Peninsula, Michigan.
King & Webb,
St. Paul, Minnesota,
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Chambers, Owen Co.,
Milton Junction, Wis.
A. E. Burlingame Co.,
Eau Claire, Wis.
H. C. Jenkins Cigar & Tobacco Co.,
Oshkosh, Wis.
A. Kickbusch Grocery Co.,
Wausau, Wis.
Waukesha Cigar Co.,
Waukesha, Wis.




LA PALINA Havana cigars are made of the choicest Vuelta Abajo filler, grown in Cuba; wrapped with an Imported Java wrapper, grown on the island of Java, which makes our La Palina brand the aristocrat of mild Havana cigars. Our distributors are the best authority of how well they sell, and the duplicaters that La Palinas are for them. Write our distributors, named in this ad, for their opinion. Write us for information regarding open territory.

MADE BY **CONGRESS CIGAR COMPANY** Cor. Van Buren and Center CHICAGO, ILLINOIS

## JOBBING HOUSE WITH A HISTORY

**Something About Bennett, Sloan & Co. and the Famous Country Gentleman Cigar.**

Bennett, Sloan & Co., the old established, always busy, great, exclusive cigar house, manufacturing and distributing good cigars by the million, year after year, is noted not only for its resources, connections and facilities, but also for the excellent manner in which its many customers are served.

The leading brand owned, manufactured and distributed by Bennett, Sloan & Co. is that prime old favorite, the Country Gentleman, a cigar originated 28 years ago and more greatly in demand today than at any time in the past. A particularly good five-cent cigar in the first place, the Country Gentleman has been a success for a generation; its popularity endures and spreads; each year sees it held in higher favor; its sales constantly increase and "there's a reason."

In Brooklyn, for instance, and further out on Long Island, the Country Gentleman enjoys conspicuous preference; in New York up state, in New Jersey and throughout the East, particularly in Connecticut and western Massachusetts, it decidedly has the call; and in parts of the South it's an acknowledged winner. One dealer in Charleston, S. C., regularly orders Country Gentleman cigars in lots of 50,000 at a time. The Country Gentleman is smoked from Canada to Mexico, from the Atlantic to the Pacific coast. It is advertised by its merit. The demand for the brand steadily grows because the quality of the cigar is an argument that can't be controverted.

The nation-wide approval the brand has obtained and the standard of excellence upheld for 28 years must indicate the standing of the house that produces and distributes the cigars. Wherever the Country Gentleman is sold, and that's practically in every part of the country, Bennett, Sloan & Co. are gaining additional trade, repute and prestige. Their business is upbuilt on a most substantial foundation.

Of clear Havanas made in bond, for the states of New York, Connecticut, New Jersey and Pennsylvania, Bennett, Sloan & Co. are sole distributors of the famous El Salero brand. Other splendid brands of ten-cent cigars that Bennett, Sloan & Co. own, make and distribute are El Recipro, Rosa de Valencia, in a number of sizes, the American Thoroughbred, and General Greene. Their ten-cent Porto Rican cigar, Portento, typifies the best that Porto Rico produces.

Other notable brands attesting the importance of the business done by Bennett, Sloan & Co. in nickel goods are the Besco, packed in tins containing 25 cigars; First National, Espanita, Melrose and Honest Value, domestic cigars; Lanita, a choice Porto Rican product; and Flor de Minanga, El Trio, Flor de Mariveles and Flor de Magallenes, Manila cigars honorably distinguished among the better grades.

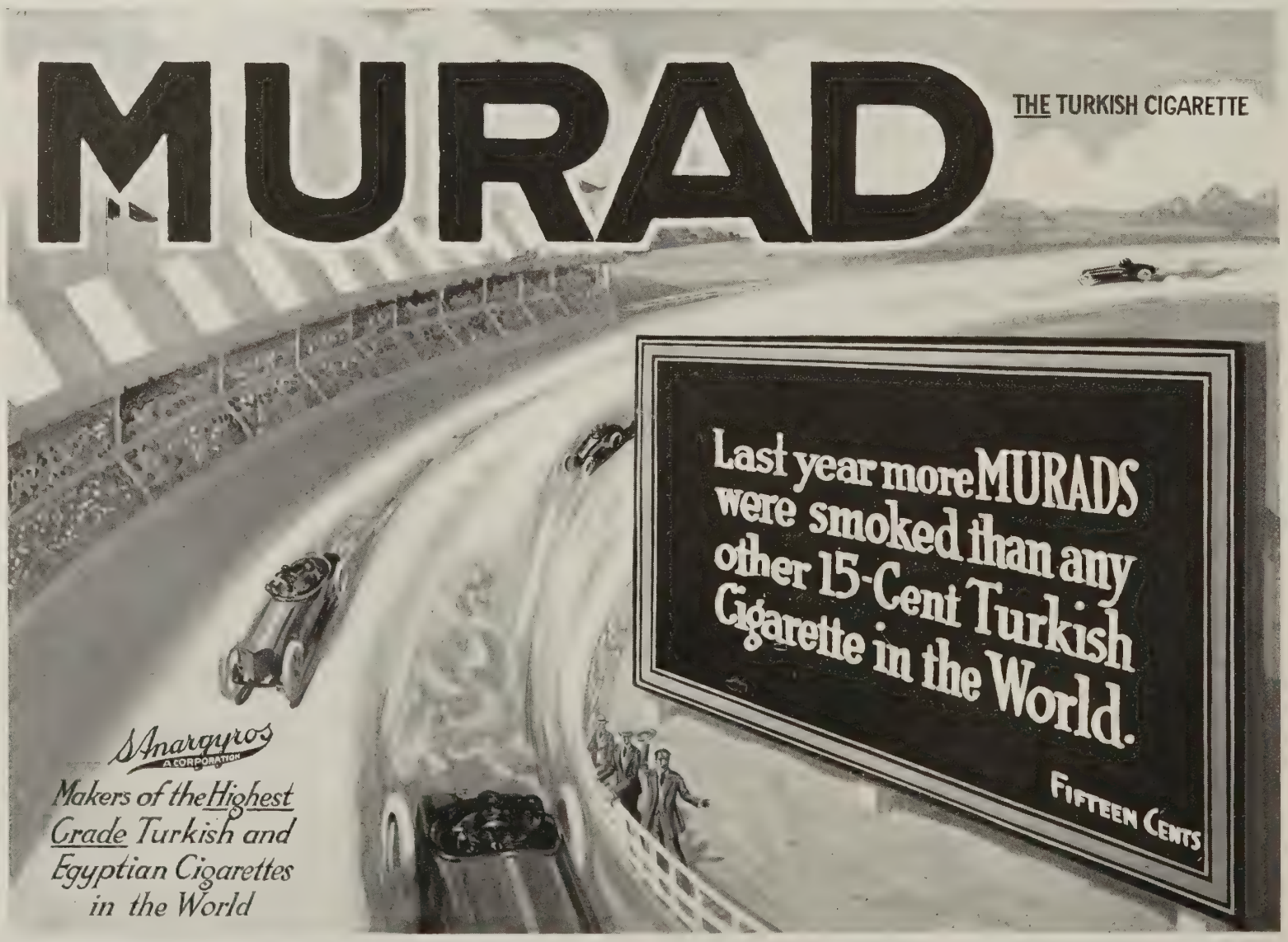
In package goods, the Bennett, Sloan & Co. specialties are Havana Lights, Belvedere, Romeos and Pointers.

For the output of factories in New York, Key West, Philadelphia, Porto Rico and Manila, the center of active distribution is the big new place of business of Bennett, Sloan & Co. Occupying the entire ground floor of the building at 482 Broome street, the offices, salesrooms and great humidor are arranged and fitted up in a way that proclaims the importance, the progressiveness, the efficiency of Bennett, Sloan & Co.

To keep cigars in the best possible condition, to insure the distribution of cigars to the trade with their freshness, richness, aroma and flavor, appearance and quality unimpaired, the humidor of Bennett, Sloan & Co. is specially constructed and equipped with a Bentz air conditioner. There is nothing more sensitive than tobacco. Cigars stored in the ordinary way will absorb odors to an astonishing extent. By the Bentz air conditioner, the million or more cigars contained in the Bennett, Sloan & Co. humidor are kept in the most desirable condition without variation or change.

By the Bentz air conditioning apparatus, the air circulated through the humidor is washed and purified, automatically maintaining exactly the proper temperature and containing precisely the right amount of moisture. Regardless of outside conditions, the air in the humidor, pure, fresh, uncontaminated, is kept uniform at all times.

The officers of Bennett, Sloan & Co. are Joseph Simon, president and general manager; Alfred P. Sloan, vice-president; L. R. Valentine, treasurer. Though President Simon is,



in appearance and comparatively speaking, still a young man, he has to his credit 35 years of conspicuous success in the cigar business. Since his identification with Bennett, Sloan & Co., formerly a prominent wholesale grocery house, but now concentrating all its energies on the manufacture and distribution of high grade, moderate priced cigars, continued prosperity, increased trade and uninterrupted progress have brought the company each year to a higher, stronger, more commanding position.

Associated with the three officers above named on the directorate of Bennett, Sloan & Co. are four men of long and wide experience, recognized, and perhaps envied, throughout the cigar trade for their popularity and ability as salesmen, Fred W. Howland, Emil Steinfeld, John J. Donohoe and Louis Simon. Other representatives of the house, well known to the trade, are: Philip A. Wilkinson, Albert H. Robbins, Conrad H. Lutz, G. S. Cline, Max Jacobs and James Reynolds, Jr.

## READY RECKONER CIGAR TABLES

**Easy Method for Figuring Out Quantity of Wrapper, Binder or Filler for a Given Number of Cigars.**

By Karl Frederick.

ONE of the important things for the manufacturers of cigars in which wrappers, binders and fillers are each of a different type, is to know exactly how much tobacco of each type will go into a given number of cigars.

A ready reckoner hand-book was compiled and published many years ago by W. E. Knollenberg, a practical cigar manufacturer in Jacksonville, Ill., in which he figured out some 4,000 separate combinations, showing how much tobacco it would require to make 1,000 cigars, provided it took a certain quantity to make a lesser number.

For example, the Knollenberg tables show that if five ounces of tobacco of any one type are required to make 50 cigars, six pounds and four ounces would be required to make 1,000 cigars.

There are many manufacturers today who might profit by the use of these tables in ascertaining the amount of wrapper and binder leaf going into a thousand cigars without going through a long arithmetical operation.

The answers are worked out to within a half ounce in each case, which is perhaps nearer than would be necessary for practical operation.

The following sample tables show the figures for 50 and 100 cigars, and from them other combinations can be worked out with comparative ease.

FOR FIFTY CIGARS MADE.

| Ounces used to make 50. | Amount required to make 1,000 |
|---|---|
| 1 oz. | 1 lb. 4 oz. |
| 2 oz. | 2 lb. 8 oz. |
| 3 oz. | 4 lb. 6 oz. |
| 4 oz. | 5 lb. 0 oz. |
| 5 oz. | 6 lb. 4 oz. |
| 6 oz. | 7 lb. 8 oz. |
| 7 oz. | 8 lb. 12 oz. |
| 8 oz. | 10 lb. 0 oz. |

FOR 100 CIGARS MADE

| Ounces used to make 100. | Amount required to make 1,000 |
|---|---|
| 1 oz. | 0 lb. 10 oz. |
| 2 oz. | 1 lb. 4 oz. |
| 3 oz. | 1 lb. 14 oz. |
| 4 oz. | 2 lb. 8 oz. |
| 5 oz. | 3 lb. 2 oz. |
| 6 oz. | 3 lb. 12 oz. |
| 7 oz. | 4 lb. 6 oz. |
| 8 oz. | 5 lb. 0 oz. |
| 9 oz. | 5 lb. 10 oz. |
| 10 oz. | 6 lb. 4 oz. |
| 11 oz. | 6 lb. 14 oz. |
| 12 oz. | 7 lb. 8 oz. |

This little book, which has long since been out of print, was found in its day of great value to manufacturers who employed a system of weighing their wrappers and binders, before distributing them to the cigarmakers.

### FACTS ABOUT AMBER.

Amber is a mineral substance and possesses a resinous lustre. It becomes strongly electric by friction, hence its name, which is from the Greek word which means electricity. Thales, one of the Greek philosophers performed with it the first electrical experiment.

Amber is found in pieces which vary from the size of coarse sand to that of a man's head, although such large sizes are scarce, and occur in beds of bituminous wood, upon the shores of the Baltic Sea. Some amber also is found in France, Italy and Denmark.


# TIN CIGAR CANS AND BOXES

**"Keeps cigars moist, but perforations make sufficient circulation of air to prevent sweating or moulding."**

**Being a NOVELTY they provide a leverage for NEW TRADE**




**Lithographed, Enamelled, Lacquered or Copper Plated. Made in various sizes for 12, 25 or 50 cigars. Write for prices and mention style wanted.**

# NATIONAL CAN COMPANY

**Independent Manufacturers** DETROIT, MICHIGAN

## AN ENORMOUS CIGAR OUTPUT

**Big Volume of Business of the Old Established Firm of T. J. Dunn & Co.**

In the New Bachelor and other brands, T. J. Dunn & Co. do such an enormous business that the average man could hardly guess how large their trade is. An intimation, however, is conveyed by Monday's mail which contained orders amounting to 755,000 cigars. Requests for the immediate shipment of more than three-quarters of a million cigars, though only the beginning of an important week's work for T. J. Dunn & Co., are enough to show how busy the manufacturers of widely distributed brands may be.

By efficiency methods producing a maximum output in each of their ten factories, T. J. Dunn & Co. manage to meet the immediate needs of the many dealers they supply, but on the New Bachelor brand especially they are tremendously oversold. Prosperity increasing throughout the country, associated with the widespread popularity of the New Bachelor, is causing orders to come in at the rate indicated by the orders in mail on Monday morning.

## FAVORITE CLEAR HAVANAS

**Brand of High Grade Cigars of Garcia & Vega That Appeal to Critical Smokers.**

Though brought out but a few months ago, the Colonel Taylor brand, Garcia & Vega's highest grade clear Havana, manufactured in Tampa and made in bond, has obtained nation-wide recognition.

Other brands that Garcia & Vega feature, La Flor de Garcia & Vega, Non Plus Ultra, Duquesita and Sirena, also are cigars of such unmistakably fine quality that they are enduring favorites in various parts of the country.

Since the foundation of the house in 1882, Garcia & Vega have shown admirable judgment in securing the tobacco used in the manufacture of the cigars bearing their brands. In years gone by, when the partnership was Garcia, Vega & Carcaba, the last-named member of the firm was said to be almost unequaled in his ability to judge tobacco. The prestige then gained has been maintained undiminished, though Señor Carcaba has passed away.

Colonel Alvaro Garcia, then, as now, the senior partner, everywhere is admitted to have authoritative judgment in all matters relating to the manufacture of fine cigars, and he, though going personally to Cuba every year, largely entrusts the selection and acceptance of tobacco to his nephew, the superintendent of Garcia & Vega's Tampa factory. For to him has come fame as a tobacco expert, for his unerring judgment is scarcely less than was the ability displayed by the late Señor Carcaba.

Within the past few days, in view of the larger demand materializing for Garcia & Vega's fine cigars, Colonel Garcia telegraphed to his nephew instructing him to keep in closest touch with the Cuban situation and buy extra choice tobacco despite advanced prices. For the policy of Garcia & Vega is, not simply to uphold a high standard, but to make each cigar they offer the public an exemplification of superior quality in cigars that will appeal to the most critical smokers.

## MANUFACTURING CIGARS IN BOND

**Old-Established House of Guedalia & Co. Was One of the Earliest to Adopt Plan.**

The United States bonded Havana cigar factory of Guedalia & Co. is second in the order of priority; on the list of factories where cigars are made in bond the big establishment of Guedalia & Co. is number 2; but the clear Havana cigars manufactured there have points of superiority that cause them to be the first choice of many smokers.

Guedalia & Co. date back to the centennial year, 1876; yet they look confidently forward, planning as before to make cigars of special quality exclusively from preferred Cuban grown tobacco. Guedalia & Co. occupy a position rather different from other manufacturers, as a great part of their output is marketed under proprietory brands. The circumstance that Guedalia & Co. have been, and are, chosen to make the cigars that help great distributors to increase their success is a convincing assurance of their ability and trustworthiness.

One brand that has assisted in upholding the reputation of Guedalia & Co. for many years is El Salero. In the Middle West, the Best & Russell Co. have distributed El Salero for 22 years. When Joseph Simon, recognized as one of America's shrewdest judges of cigars, became the head of Bennett, Sloan & Co., he selected El Salero as the clear Havana leader for the business of that great and progressive distributor. Made in 50 sizes, retailing from ten cents up, El Salero is a brand well known, East, West and South.

P. O. BOX 502 CABLE: "QUINTO"

WALTER SUTTER & CO.

COMMISSION MERCHANTS AND EXPORTERS

LEAF TOBACCO EXCLUSIVELY

HAVANA, CUBA

OFFICES AND WAREHOUSE

ESTRELLA 55

# TWO ENTERPRISING AND SUCCESSFUL CIGAR SALESMEN



AL. KORN,
Representing S. H. Furgatch y Ca.



GEORGE W. STOCKING,
Representing Marcelino Perez & Co.


# LOZANO & MIGUEL



## Leaf Tobacco Dealers



Cable: "Casin"

130 MONTE STREET

HABANA - CUBA

# TWO SUCCESSFUL CIGAR DEALERS OF THE MIDDLE WEST



WILLIAM A. HICKEY, OF DAVENPORT, IA.



ALBERT BREITUNG, OF CHICAGO.


# SELGAS & CO.

**Packers and Dealers in Leaf Tobacco**

**Vuelta Abajo, Partido and Remedios**

**New York**
128 Water St.

**Habana, Cuba**
138-140 Consulado St.

# TWO SUCCESSFUL CIGAR MANUFACTURERS



BENITO ROVIRA,
Of the Benito Rovira Co.



D. EMIL KLEIN,
President of E. M. Schwarz & Co.


MANUEL A. SUAREZ & CO.

Growers, Packers and Dealers in

LEAF TOBACCO

39-41 FIGURAS STREET, HABANA, CUBA

CABLE "CUETARA"

## MAKING SMOKES FOR EXPORT

**Petersburg, Va., Leads United States in Tobacco Products for Shipment to Foreign Lands.**

PETERSBURG, Va., September 20.—Although Petersburg is not as well known to the trade as Richmond, Winston-Salem, and some other centers of the tobacco industry, it should be remembered that Petersburg is the home of the British-American Tobacco Co., whose great factories for the manufacture of cigarette and plug tobacco for the export trade furnish employment to a vast number of men and women.

Upwards of 90 per cent. of the cigarettes exported from the United States are manufactured in Petersburg while fully 15/16 of all the plug tobacco manufactured in this country and shipped abroad is made in Petersburg.

Petersburg manufactures annually more than six million pounds of plug and twist tobacco for export, or more than seven-eighths of the total manufactured in the United States for export. Three billions of cigarettes, or practically all of the cigarettes manufactured in the United States for the export trade, were the product of Petersburg factories last year. The largest plant of the British-American Tobacco Co. is located in Petersburg, and covers many acres of ground. Petersburg also cured, stemmed and ordered about four million pounds of cigar leaf tobacco last year, mainly from Cuba and Porto Rico. Petersburg also manufactures about twenty-five million cigars annually. More than twenty-five hundred persons are employed in the tobacco industry in Petersburg.

The following is a list of the prominent tobacco manufacturing plants of Petersburg:

The British-American Tobacco Company, Ltd., manufacturers of cigarettes.

David Dunlop Branch, British-American Company, manufacturers of plug tobacco.

Export Leaf Tobacco Company.

Maclin-Zimmer-McGill Tobacco Company, manufacturers of plug tobacco.

LeRoy Roper Sons & Co.

Bench Re-Handling factory.

The principal cigar factories in Petersburg are operated by the Federal Cigar Co.; James W. Wells Co.; Seidenberg & Co., and James Winston. PETRONIUS.

## MANILAS BY THE MILLION

**Immense Quantity Distributed by the House of Horace R. Kelly & Co.**

Horace R. Kelly & Co., distributors of Manila cigars by the million, the house first in the importation of Manilas since free trade between the United States and the Philippines was declared, recall to the trade the fact that way, way back in the days of yore, when the duty on the cigars was $1.25 per pound and 25 per cent. ad valorem, practically no first class cigar store in the United States lacked a stock of Manila cigars.

Manila cheroots and Londres, sizes that Horace R. Kelly & Co. now sell to jobbers for approximately $16 per thousand, then were sold for from $50 to $60 per thousand. Cigars that often retailed for ten cents each in the old days now may be obtained by the consumer at the rate of 10 for 25 cents. In workmanship, though Manila cigars always have been and are all hand made, Manila cigars today are far ahead of what they were when prohibitory duties caused them to disappear from the American market 40 years ago.

Now that this generation is ascertaining, by use, the agreeable mildness of Philippine tobacco and the high quality of even moderate priced Manila cigars, it is interesting to be reminded that Manilas, retailed at 10 and 15 cents each, were sold as largely as imported Havanas.

### NEW BRAND GOING WELL.

E. Popper & Co. are rushed with orders for La Famosas. The past two weeks have supplied additional proof of the popularity of this well-known nickel cigar. The Ottina brand continues to most favorably introduce itself to smokers who appreciate a good, mild Havana.

### VETERAN SMOKER OF 106.

The *Masonic Standard* in a sketch of Abraham Kittlehune, of Detroit, says he has been a member of the Masonic fraternity for 88 years. He was born in Waterford, New York, on October 3, 1806, consequently he is 109 years old. Mr. Kittlehune gives no recipe for longevity, but says everybody should get plenty of sleep. "Tobacco never hurt me any," he said, "and I smoked up to three years ago, and quit only because it bothered my eyes."

MENENDEZ & CO.

Packers and Dealers in

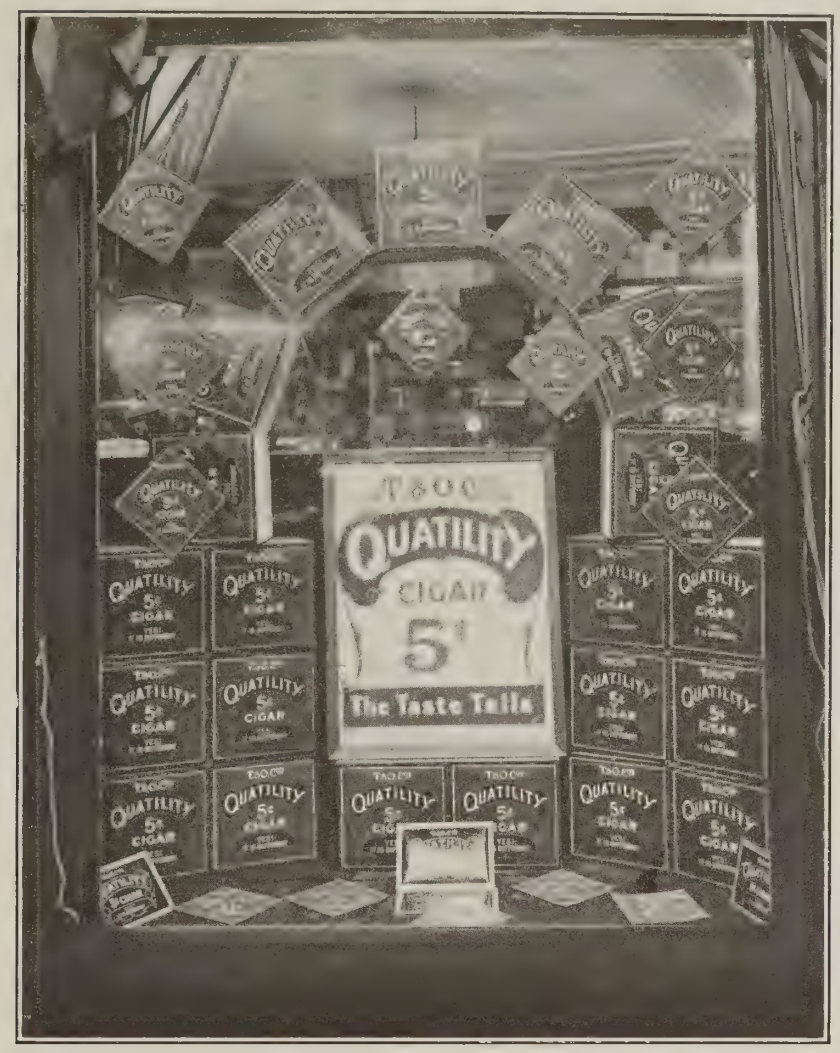
LEAF TOBACCO

Specialty Remedios Tobacco

Cable: "Parra." Amistad 87

Habana----Cuba

# TWO STRIKING EXAMPLES OF DISPLAY




QUATILITY BRAND OF THE THEOBALD & OPPENHEIMER BRANCH OF UNITED CIGAR MANUFACTURERS CO.




EXHIBIT OF THE MILO CIGARETTE OF THE SURBRUG CO., BY M. A. GUNST & CO.


## Favored by Discriminating Smokers for More Than a Generation




# Garcia & Vega

Cigars That Satisfy the Most Critical

## The United States Government Guarantees Them to Be Clear Havana

We Guarantee Them to Be of Superlative Quality and Workmanship

Factories in New York and Tampa, Fla.

GARCIA & VEGA

New York Office and Factory
49-51 East First Street

## THE BILTMORE CONFERENCE

(*Continued from page* 10.)

I said that I would be brief, and I am going to be. I want to extend the hearty hand of welcome to you on behalf of the trade press this afternoon in this tobacco trade. I want to say to you that we regard it not only as a privilege, but as a distinct honor to have been the means of a gathering of the character of this kind, and one so promising that the like of it has never been known before in the history of the tobacco trade. I thank you. (Applause.)

The chairman then presented as a man who had been born with a natural genius for organization, Frederick S. Lucey, secretary of Philip Morris & Co., Ltd., and instanced the facts that had been the first among the great tobacco manufacturers to form his employees into a successful mutual aid society, and that he had also developed a unique trade organization in the famous Philip Morris Birthday Club, composed of the members of his executive and sales staff.

### Mr. Lucey's Remarks.

MR. LUCEY said: Mr. Toastmaster and Gentlemen: Whether this meeting results in the formation of the Tobacco Merchants' Association, I think we are all of us indebted greatly to the trade press for giving us the opportunity of meeting together at a meeting like this.

Now, I came here to listen, not to speak. I believe it is not the enunciation of principles, but the operation and continuation of those principles, which will create and make an organization such as is proposed here. I do not know what subject matter will be laid before us for carrying these principles into effect, but if the organization is properly based, and based on a fair and square basis, I will say that it must prove of unquestionable benefit to the whole trade, when that system is laid before us, and I can assure these gentlemen here that it will receive from the Philip Morris Company the most sympathetic consideration. I know that to construct such an organization as is here proposed requires brains, energy and tact; and when this organization, or the scheme or plan of it is laid before it, I can assure you that it will receive the cordial co-operation of the Philip Morris Company. (Applause.)

The toastmaster then said that while organization as a basic principle was no new thing, any more than the Ten Commandments, which a famous politician had seized upon as a new discovery and sought to incorporate into a platform for a new political party. He went on to point out the National Cigar Leaf Tobacco Association as not only one of the oldest, but one of the most useful organizations in the trade, and called upon Charles Fox the president of that organization as the next speaker.

### President Fox Pledges Support.

MR. FOX said: Mr. Chairman and Gentlemen: I came here about the same as our friend, Mr. Lucey, just preceding me, more to listen than to speak.

In your pamphlet which you have issued you express in as many words, or in as few words as I could use, my own feelings toward this association. It has struck me while listening to the preceding speakers that the trade press has set us an example that is well worth emulating.

The tobacco trade, speaking of its various branches, has always been looked upon in the same light as Mr. Werner has accused the trade press of being looked upon, and it is a pleasure to hear him say that they are able to unite without cutting each other's throat, and the minue that we think the same, then I am heartily and cordially in sympathy with the proposed association; and what little I can do I certainly shall do with all the power that I have. I cannot say anything more than that. (Applause.)

Edward C. Berriman, of Chicago, was then introduced as a man who has shown his interest in trade organization to such an extent that he had twice journeyed half way across the continent to attend the conventions of the Western Association of Retail Cigar Dealers.

### E. C. Berriman's Remarks.

MR. BERRIMAN said: Mr. Toastmaster and Gentlemen: It is only within the last few moments that I have been asked to say something. I received the invitation, and I was very glad to come. I did not expect to be called upon to say anything. I wanted to listen to what others had to say. I believe a business organization among the tobacco trade can be created that will be of benefit to all of us. I believe that the retailers of the country do need the assistance that can be given them by a trade organization of this character, or of the character which is proposed. I don't mean in the way of financial assistance, but by guiding them. Throughout the whole Coast, conditions were very bad, and competition was very unfair. I did have the privilege of visiting them on two different occasions, and they were most enthusiastic meetings, and very largely attended, and it seemed that each was willing to do his part towards making the organization a success. And, I believe, if we have that kind of an organization, we will be very fortunate. Each person, too, must realize the importance of the work that must be done, and I think if we all give it our assistance and do what we can as individuals, and if we should be fortunate enough to be appointed on committees, that we attend the meetings and give our time and efforts and assistance that that committee needs, then we will be of benefit to the organization.

I thank you very much. There is nothing more I can say. I hope there will be a benefit in having an organization, and anything I can do I shall be glad to do. (Applause.)

THE TOASTMASTER then said: Great men who do great things in a great way are seldom popular. This especially applies to the profession of the law. It seems there is something about the legal profession that, while it sharpens men's intellects to a certain extent, it chills their hearts. But there are exceptions to all rules, and the man I am about to introduce to you certainly is the exception that proves this rule. He is a man who has been prominent in the tobacco trade even before he became prominent in the law. He is a man who was brought up in the tobacco-growing section of the country, and was a tobacco man before he was a lawyer.

He has the reputation of what is popularly called in the daily papers "Big Business," and I think that big business can consider this man as one of its biggest assets.

Gentlemen, it gives me great pleasure to introduce to you Junius Parker, Counsel for the American Tobacco Company. (Applause.)

### Junius Parker's Address.

JUNIUS PARKER, among other things, said: Mr. Chairman and Gentlemen, I thank you very much for the kind words of introduction which my friend has given me. In every serious way, so far as I am concerned, and so far as the company is concerned which I represent, I regret very much that our president found it impossible to attend. He is out of the city, and he has asked me to attend as representing the American Tobacco Co. So far as the principles and purposes announced in the prospectus or call of your meeting are concerned, of course, the American Tobacco Co. heartily assents to them. Of course, a trade that has a volume of seven hundred million dollars a year, that pays in taxes, including custom duties, of one hundred and eleven million dollars to the Government—of course, such a trade needs an organization. Of course, that organization ought to speak when the interests of the trade, as a trade, demand speech, and should be silent when there is a substantial difference of opinion as to what is right. In other words, to succeed, it must be representative of the trade; to fail, it must be representative of a faction.

Now, the question, it seems to me, is this: Are there enough and sufficiently important matters about which the trade, as a trade, is in agreement, to make an organization useful when taken in connection with the questions about which there is natural diversion, and about which there always will be natural diversion.

Now, I believe that a great deal of good will be accomplished by an actual personal meeting such as this; because, after all is said, men are very much alike, and the difference in their situation is but a difference in environment and opportunity. I am a so-called "Trust" man, but I can conceive of plenty of circumstances that would have made me a confirmed "trust-buster." (Laughter.)

Now, there is something in personal association that invariably tends to smooth out the wrinkles. You know that story of Charles Lamb that President Wilson gave currency to a few months ago by quoting it. That story was familiar to me, and has been for some years, and has always struck me as having a great deal of common sense about it. You know, somebody was talking to Charles Lamb about some man, and Lamb said, "Why, I hate that man." And he said it with a great deal of profundity. His friend said, "Why, I didn't know you knew that man." Lamb said, "Of course I don't know him; I don't want to know him; folks don't hate those they know." (Laughter.)

Now, the idea of this organization is not that we are going to stop competition in the trade,

(*Continued on page* 162.)

# A COUPLE OF WELL-KNOWN MEMBERS OF THE TRADE



J. H. McPIKE, CIGAR JOBBER.



DAVID M. BAUM.
Sales Manager of the Preferred Havana Co.


THE STANDARD FOR ALL TIME

FLOR DE LOVERA

The Perfect Havana Cigar




Renowned For Its Mildness

JOSÉ LOVERA COMPANY

TAMPA TAMPA

Made in Tampa by JOSE LOVERA CO. New York Office, 29 to 35 East End Ave.

## THE BILTMORE CONFERENCE

(*Continued from page* 160.)

or to discontinue disagreeable things, or that we are going to live in the sort of condition that our friend Mr. Dushkind so eloquently portrayed; but that the ill effects of these evils arising from it, the irritation arising from it, will be greatly mollified by that personal acquaintance, that personal touch such as is here.

Now, speaking not officially to you gentlemen as an officer of the American Tobacco Company, I say that with the principles of the association we are entirely in accord, and with it organized to carry out those principles, we will always be in harmony and accord. The scope of the association, the breadth of its activity, the influence it will have on matters which will be before it for discussion—well, that I say is an association that will have some weight, and whenever these questions arise, as they constantly will arise, it will speak with a dignity and authority in the tobacco trade; and it will have besides that, a weight and an influence by the occasional rubbing of elbows among the competitors in the trade, because we will always have competition, sometimes very sharp competition, for always men in every trade are very much alike. (Applause.)

The chairman then said that if the Tobacco Merchants' Association of the United States was to become a success it must be built up through the efforts of practical men, and he would present as the next speaker, one of the most eminently practical men in the entire trade, Charles J. Eisenlohr, of Philadelphia.

### Mr. Eisenlohr Promises Support.

CHARLES J. EISENLOHR: I can only repeat that I had no thought whatever of making any remarks here, but I would like to say, as a manufacturer, that I believe that while, if this Association is perfected, it will be of greater benefit to the retail interests, I feel satisfied that if the Association is launched on the principles as laid out, and carries out the principles as they are stated, it will undoubtedly be of great benefit to the industry at large.

I have no thought of going into the merits of this question, but I would like this opportunity to say that if the Association is perfected, I can assure you of the support of Otto Eisenlohr & Bro. in the furtherance of the success of the Association. (Applause.)

Thomas S. Fuller, the counsel for the P. Lorillard Co., was introduced as the next speaker.

### Mr. Fuller Praises Movement.

THOMAS S. FULLER: Mr. Toastmaster and Gentlemen: This is the first intimation I had of being called upon, and I must confess my surprise. I suppose you called upon me, as I am another member of the bar, in contradistinction to Mr. Parker, whose heart has not been chilled by his profession. (Laughter.)

However my heart may have been chilled, I must say that it was warm in admiration of Mr. Parker's address, and of his lucid exposition of the purposes for which this Association is formed. But I must also confess that my hopes are chilled to add anything very instructive to what has already been said. The Lorillard Company is in entire accord with all of the purposes, of course, that have been set out in this Call. I agree with Mr. Parker entirely that there are some fundamental differences or conflicts in opinion that this organization cannot possibly entirely wipe out. At the same time, I believe that many of those differences, which we now think are real, are merely imaginary. I think some of those differences can be wiped out. I want to say this, too, that already the Association has done me a great deal of good, because it has afforded me an opportunity of meeting such a large number of tobacco men, and to know them personally, and I hope, at least from selfish standpoints, that the Association may continue so that I may have that opportunity again; and I will say to you that the Lorillard Company will be an ardent supporter of the organization, and that we will be glad to co-operate with it in every way that we can. (Applause.)

The chairman referred to the letter from George J. Whelan, which had been earlier read by Carl Werner, and then called upon Edward Wise, vice-president of the United Cigar Stores, to personally respond for the company.

### Mr. Wise Speaks for United Stores.

MR. WISE said: Mr. Toastmaster and Gentlemen: On behalf of the United Cigar Stores, I can honestly pledge you our earnest support in this movement. We can see a great deal of good in the consolidation of your ideas in a general meeting such as this meeting has brought forth; and we pledge you every support that we can give you in furtherance of the success of this movement. (Applause.)

Nicholas Ehrlich, the president of the Independent Retail Tobacconists' Association of Brooklyn, was introduced as a recognized leader among the independent retail cigar dealers of Greater New York, and a man whose earnestness, sincerity and unselfishness in fighting for what he believed to be right, was unquestioned by those who knew him best.

### Mr. Ehrlich Speaks for Retailers.

NICHOLAS EHRLICH said: Mr. Toastmaster and Gentlemen: Looking around this room I look a little higher up and I see the hidden lights, and when I see those lights, I see the difference between this room and some other rooms where they want much light; and those lights are like men whose lights are hidden, and at the same time with the hidden lights they can see everything. That is the difference between the small man and the big one.

Some small men when they want to accomplish something, they are looking for a very big light, but they get no vision. With some of the big men, the lights are hidden, they don't express it so clearly, they don't say what they have to say so that we shall hear it immediately, or know what it is going to be, but still they have the vision.

In behalf of the retailers and the small men, I may say that we expect of this new organization much more that our honorable Mr. Parker or Mr. Lucy or anybody else. If they will make a little loss, they still have enough, but if the smaller dealer makes a little loss, he is left with nothing. Still, we all admit, and we know it, that words do not solve our problems. We also admit that success in business does not depend on the supremacy of a man because his father was or had a big name, but at the present time, success in business depends on the superiority of brain and ability.

However, I wish to say that the welfare of the small business man, which is such a vast army in this country, is just as important to consider as the welfare of the big captains of industry. They are both very important. The concerns of large men and each individual enterprise in the tobacco industry are all working for their personal benefit, as our friend Mr. Parker has said. The love of selfishness, or the love of money—although I don't care for it—I don't think I would ever be able to stay fifteen hours behind the counter for love of the dollar, but I must find something more than the dollar to make me do that. It is the love for the wife and family, and the many friends that keeps a man fifteen hours behind the counter. The dollar cannot keep any man, no matter how hungry he is for it. It is some of the achievements of its different branches, and its different men in the industry that represents the advance of the whole industry, although each one has a personal selfish motive.

This Association is the awakening in our trade. It is the battle cry for peace in the tobacco industry. It is the call against waste and ruin and destruction in the tobacco industry. (Applause.)

Joseph Mendelsohn, secretary of the New York Leaf Tobacco Board of Trade and former president of the national organization of leaf dealers, was introduced as the next speaker.

### Mr. Mendelsohn Sees Difficulties.

JOSEPH MENDELSOHN said: Mr. Toastmaster and Gentlemen; You have heard this afternoon, in beautiful language, the enunciation of the principles that this prospectus contains. You have heard from the architects, you have heard from the house-builders, but you are lacking in the material, the bricks, the stone, the iron, which goes into the building.

Let me call your attention briefly to some paramount facts. According to the published reports, you have over 400,000 licensed cigar dealers that pay the minimum rate of taxation, namely, $4.80. As I understand, you have cigar dealers' associations, and can you tell me how many of those 400,000 retail dealers you count among your members? Is it a per cent. or a fraction of a per cent.? I hardly believe it is one per cent. of the entire community of retail cigar dealers.

You have 20,000 cigar manufacturers and cigarette manufacturers in the United States. You have cigar manufacturers' associations, and permit me, Mr. President of the Cigar Manufacturers' Association, to ask how many members do you count among them?

THE PRESIDENT OF THE CIGAR MANUFACTURERS' ASSOCIATION: Thirty, about.

MR. MENDELSOHN: About thirty. We have thirty-six hundred dealers in leaf tobacco, of which the president is here, and I, as secretary of our National Leaf Tobacco Association, can speak truthfully when I say that of the 3,600 licensed leaf tobacco dealers, we have a membership of about 250—and that is stretching it a few, because I do not think we have reached that number yet.

Now it seems to me therefore that it is abso-

(*Continued on page* 164.)

# A PAIR OF WIDELY KNOWN CIGAR SALESMEN

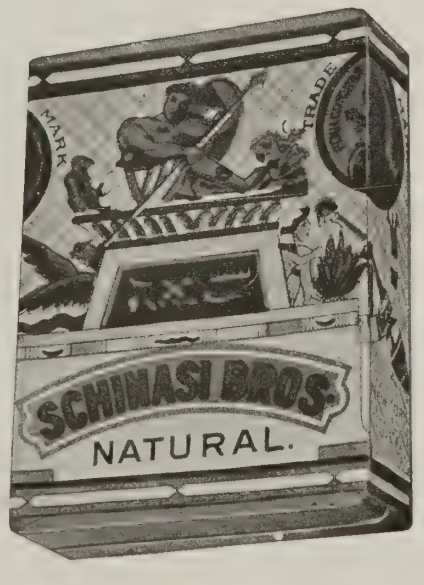


TOM NOLAN, THE IRISH PHILOSOPHER.



FRED R. CHARLES.


# SCHINASI BROS.




## EGYPTIAN CIGARETTES

OUR LEADING BRANDS ARE




## NATURALS and PRETTIEST

SOLD EVERYWHERE

OFFICE AND SALESROOM: 32-34 W. 100th ST., NEW YORK

## THE BILTMORE CONFERENCE

(*Continued from page* 162.)

lutely necessary, first, for the Retail Cigar Dealers' Associations, wherever they may be, to enlarge their memberships, so that there will be sufficient to have a strong representation in a Central Bureau such as this Association is supposed to become. The leaf dealers will have to do the same thing, and the cigar manufacturers likewise. Wherever we can count on a greater membership in the different associations, if you only tax them a small amount—just imagine, if you had 400,000 retailers as members, at 25 cents year, it would give you a fund of $100,000; and with 20,000 cigar manufacturers, each with a contribution say of $1 to $5, according to the concern, that would give you another $60,000 or $70,000; and the leaf dealers would give you another say about $20,000, which would give you a fund whereby you could use your talents for your organization, and have it created in such a way so that you would be real representatives.

Former speakers have mentioned the Merchants' Association and the Jewelers' Association and Hardware Association—I know about all of them, and I have found that all of them enjoy a much larger membership in proportion to the number of people in the trade than does the tobacco trade.

And now I found that though it is well enough to get together and exchange views, and have good fellowship, it is a better thing to get together an increased representation from your various districts, and an increased membership in your various associations, and then you will have a representation that will be different from anything you have ever had before, and which will be a wonderful benefit to the trade. Until you have accomplished that, I do not think it will amount to a great deal, except for beautiful speeches as we have heard them here today. (Applause.)

The chairman said: I am sincerely glad that Mr. Mendelsohn has injected this practical note into the discussion this afternoon. Mr. Mendelsohn has outlined exactly what we propose to do. As we stated in the prospectus of the Tobacco Merchants' Association of the United States, we do not intend to antagonize any existing associations, but rather to foster and build up every organization that is formed to do laudable work and good service for the tobacco industry as a whole. It is a part of our plan to build up the retail organizations, the leaf dealers' organizations, the cigar manufacturers' associations, the cigarette manufacturers' associations. Every association that has been organized up to date will find not only a moral supporter, but a supporter that will enable them to accomplish many of the things that they had hoped to do in the past, but which they found beyond attainment through simply a lack of funds. The organizations in the trade—and I speak by the book, for I have known them all—for more than ten years have been unable to accomplish the things they wanted to, largely for lack of funds. They have been in the position of the man who sought a situation in a butcher shop. The butcher says, "Yes, I will take you, and pay you $15 a week; but before I put you to work, I want to know what you know about the business; now, for example, can you dress a chicken?" And the fellow said, "I certainly can; but not on $15 a week." (Laughter.)

That has been the situation of the numerous retail cigar dealers' associations that came into existence and passed out in the last 20 years. They have been unable to accomplish what they wanted to do, for lack of the sinews of war. The Tobacco Merchants' Association of the United States proposes to stand behind the existing associations and to send out organizers in the districts where the trade is not organized, and to lend a helping hand to every laudable organization in the tobacco trade.

Gentlemen, we are honored by having with us today a man who is known to you well by reputation, the Honorable Felix H. Levy, former Assistant Attorney General of the United States. Mr. Levy, in the course of his official duties, made the most thorough and searching investigation into the tobacco trade, and I know that he will be glad to give us a word about some of the conditions he found in the course of his investigation, and about some of the things as he sees them today. (Applause.)

### Hon. Felix H. Levy's Address.

Hon. Felix H. Levy said, among other things: Mr. Toastmaster and Gentlemen, when I came here today on the courteous invitation of Mr. Crosby, I assure you that I was innocent of any purpose other than the enjoyment of the good luncheon, and when I learned from Mr. Crosby that I was on his little list, I was affected with that chilled heart he spoke about, and as he will tell you, because I told him, I seriously contemplated a secret flight at the first opportunity.

I say that is an interesting development. I recognize in your assemblage here a few familiar faces, because I knew them three years ago, and for the period just prior to that, and in that period I know that no such condition existed as exists here today. And that brings me to the second impression, and that is, that if the trust-busting activities of the United States Government with relation to the tobacco trade had accomplished nothing else than the situation present here today, that trust-busting activity was worth while. (Applause.)

The Toastmaster: As I have said, organization is no new thing, the basic fact of it. But we believe that on that basis we can build a new and a better organization than anything that has existed in the tobacco trade in the past. I am going to present to you now a man who has been working in the tobacco trade for nearly, if not quite, a quarter of a century. Sol. K. Lichtenstein and his former partner, the late Morris Wise, have been actively interested in the Cigar Manufacturers' Association for many years, and the success of that organization lies largely in the wise counsel of Mr. Lichtenstein and his energetic work on behalf of that organization.

It gives me sincere pleasure to present to you Mr. Sol. K. Lichtenstein. (Applause.)

### Sol K. Lichtenstein Promises Co-Operation.

Sol. K. Lichtenstein: As has been indicated, the question of organization is not a new one. I am fortunate, I take it, in being the secretary of the Cigar Manufacturers' Association of America. You have heard the fact that it has been stated that there are some thirty members—thirty-eight to be exact. That looks like a small number of men, but if I tell you that that association represents around one-half of the cigars manufactured in this country, you will appreciate that it is an organization of some size.

I have discussed, briefly of course, with the officers of that association, their opinion as to the feasibility of the proposed plan of this associaton, and I can assure everyone present that we believe the new association will be very successful and will have the heartiest co-operation from the Cigar Manufacturers' Association of America.

I have found in my experience that whenever an emergency arose, the trade, especially the cigar trade, have not only gotten together representative men, but many of the small manufacturers, gotten them in line to work for the common end.

I noticed in the platform a suggestion that the trade organizations would have representation in the tobacco association by delegation, and I think that plan is perhaps one of the best plans to be followed in so far as affiliating with trade organizations can be carried out.

I think the proposed association is going to be of the utmost advantage to the trade, and it will certainly have the hearty co-operation of my trade association, and I think it will have of the others. (Applause.)

The Toastmaster: I realize that the hour is getting late, but there is one more speaker I want to call upon. Our association interests in the trade are in very close touch with the Internal Revenue Bureau. Since the passage of the so-called war tax legislation, even the retailers come in contact with that department.

J. William Schaeffer, of Baltimore, editor of the *Internal Revenue Journal*, was introduced as the final speaker of the afternoon, as a man who possessed intimate practical knowledge of a department of Government activity with which all members of the tobacco trade were brought in personal contact.

### Talk on Internal Revenue.

J. Wm. Schaeffer said: Mr. President Members of the Tobacco Trade: I want to say that I am most gratified to find such a large body of substantial business men coming down here and taking part in this meeting.

I was instrumental in advancing the internal revenue service six years ago. We have been knocked out time and again. Politics affects our service. Most of your people here know something of the internal revenue service. You know that our service is more under the influence of politics than any other branch of the Government service, and you know that you people come directly under the supervision of that service.

Now, until we improve our service in the enforcement of the internal revenue laws, you people are going to have a little more trouble than you anticipate. It is absolutely necessary to have laws and regulations. There is no business man here who would be without

(*Continued on page* 166.)

# TWO WIDE-AWAKE MEN IN THE MANILA CIGAR TRADE IN THE U. S.



NATHAN GARTEN, THE BIG DISTRIBUTOR OF MANILA CIGARS.



SIDNEY J. FREEMAN, MANILA IMPORTER.



## THE BILTMORE CONFERENCE

(*Continued from page* 164.)

such laws and regulations, but these laws and regulations from year to year become more and more pressing, and it is because you people are not keeping up with the politics of the country. What a wonderful influence the tobacco men, if they were heartily joined together, would have upon the destinies of internal revenue taxation. It is a difficult matter to get you together and I have realized it in my own association, and seen it in other trade associations, but the time is coming when you men, as business men, cannot go ahead without it.

Colonel Osborn, the Commissioner of Internal Revenue, is a fatherly man, he is not much of a politician, not a practical one, but Colonel Osborn is tied down hand and foot. There are methods and means he could employ, if he only had the support of you solid business men throughout the country. And I sincerely hope that this organization will mean much, not only to New York, but throughout the country.

Of course, it is, as you understand, a difficult matter to buck up against the Government. You think that you are entitled to certain laws and regulations, and so do I, but you will never get them until you go right after the proper people, and that is Congress.

Now, to the trade journals I want to say that you owe much to the trade. You ought to know just the things that your people are suffering most from, and you ought to come out fearlessly and say just what those things are. Public officials don't like criticism, particularly when there is any truth in it, but if those things are true, they should be stated, and our tobacco journals ought to have no hesitation in saying them.

Don't forget that you are under the supervision of the Internal Revenue service, and that you are not going to prove yourselves very much until you can bring about some reformation, some reformation of the internal revenue service, and don't let the politicians get the better of you. I thank you very much. (Applause.)

**Move to Organize Unanimously Carried.**

MR. DUSHKIND: Gentlemen, we have heard quite a lot about the proposed Tobacco Merchants' Association today, and it seems to me that the opinion is unanimous that we should have a Tobacco Merchants' Association.

The only question for discussion is how the Association shall be formed, how it shall be managed, and the entire plan of construction.

It is now four o'clock, and I suppose we are all anxious to go home, and this is a matter which requires careful thought and deliberation.

I would therefore move that the Chairman presiding at this gathering be authorized to appoint a committee of ten for the purpose of drawing up the Constitution and By-Laws, and presenting a slate of nominees for officers to govern this Association, this to be all presented for discussion and ratification at a subsequent meeting which may be called of this body.

I move therefore that the Chairman be authorized to appoint such committee, and that he announce the names of the committee that he may appoint, in the trade papers next week, and that as soon as the committee will be through with their work that a meeting be called for the purpose of discussing the various plans.

(The motion was seconded.)

THE CHAIRMAN: Gentlemen, it has been moved and seconded that a committee of ten be appointed to prepare a constitution and by-laws, and select a list of nominees for offices in the Tobacco Merchants' Association of the United States. Are you ready for the question? Those in favor will please manifest by saying "Aye" (chorus of ayes); contrary-minded "No." (There were no noes.)

It seems to be a unanimous vote.

Now, gentlemen, in accordance with the motion, the names of the committee will be announced in the trade press next week. It is a matter that has got to have the most calm and serious deliberation, just how to appoint a committee which will represent all interests in the trade, and a committee that above all will be absolutely above suspicion of being in the interests of any particular branch or interest in the trade. The committee I will appoint, as I say, will be announced in the trade press, and I will certainly confer with my brothers of the trade press, and my list will be announced next week.

The meeting then adjourned, subject to the call of the chair.

— ❖ —

(*Editorial Appearing in Tobacco Leaf, of September* 30.)

### *A HUNDRED MEN MEET TO ORGANIZE.*

When the representatives of a hundred picked business firms and organizations of the tobacco industry sat down to luncheon in a private dining-room at the Hotel Biltmore on Saturday afternoon one of the most notable events in tobacco trade history was achieved.

One has but to read the list of "those present," published in another column of this week's issue, to be convinced beyond the shadow of a doubt that the luncheon given by the tobacco trade press to the tobacco industry was an unqualified success.

Whether the movement to establish a complete organization of the entire tobacco industry will achieve its purpose, only the future can tell; but that the meeting at the Biltmore on Saturday was a long stride in that direction cannot be questioned.

If anyone suspects that we are over-rating the uniqueness of this affair let him pause for a moment and consider these interesting facts concerning it:

(1) Considerably over one billion dollars in capital invested in the tobacco business was represented at the meeting.

(2) Despite the fact that the three major splits of the former tobacco trust were present, still considerably over half of this enormous amount was represented by what are known as independent interests.

(3) In other words, with all the greatest operators in attendance, the so-called independent interests predominated, not only numerically, but in the amount of invested capital.

(4) The proprietor of one small cigar store in the Flatbush district of Brooklyn and the vice-president of a corporation owning over one thousand cigar stores sat with their feet under the same table.

(5) The head of the largest cigar manufacturing concern in the world rubbed elbows with the owner of one of the smallest cigar factories in New York City.

(6) Among the speakers were the president of an association of retailers representing a few thousand dollars in capital and the president of a national organization of leaf merchants representing several million dollars in capital.

(7) Among the speakers also were two attorneys noted for their achievements and activities in prosecuting tobacco corporations, and two other attorneys, famous as corporation lawyers, and who have defended the big interests against Governmental prosecution.

(8) Among the guests were the most notorious independent price-cutter in New York City and an official of a gigantic chain of cut-rate stores, and both of whom sat within arm's length of several members of the trade who are leaders in a movement that will make price-cutting a criminal offense.

On the above counts alone Saturday's meeting must be regarded as unprecedented, and it is doubtful if anyone could challenge the statement that the gathering at the Biltmore was absolutely unique in trade history.

Now, what does this most remarkable and unusual meeting promise?

It appears to the *Tobacco Leaf*, calmly and coolly reviewing Saturday afternoon's event, that it is immeasurably potential in trade unification and industrial benefit.

Harmony, united action and uplift constituted the keynote of all the speeches. Despite the complete variety of interests represented and the consequent difference in viewpoint, that might have been expected, each and all were solidly in sympathy with the ultimate purpose of the conference. With possibly one exception, there was not even a difference of opinion as to the suggested plan for achieving the desired result. And this one exception was so sincerely stated and so clearly expressed that it was easily harmonized with the general prospectus of operations.

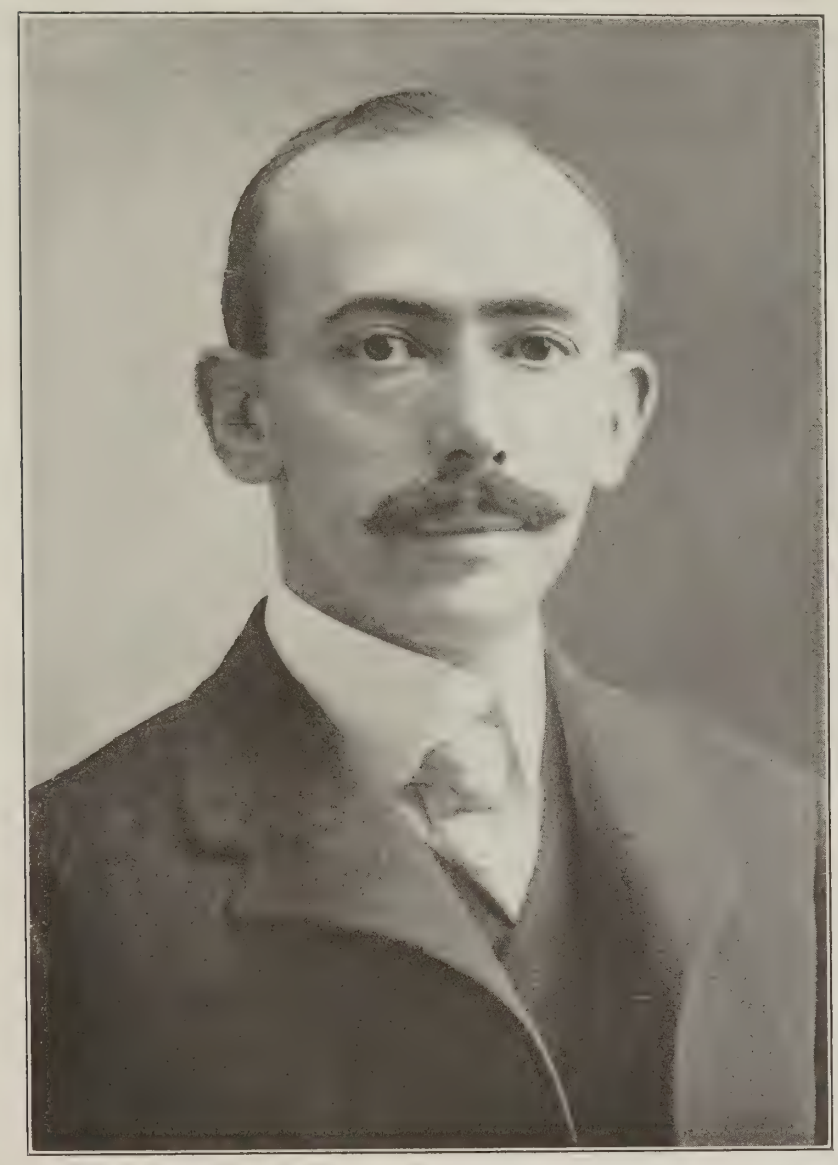
The most distinct impression that one carried from the Biltmore dining-room were that the time for complete trade organization is particularly opportune, and that the general plan laid before the industry by the trade press, with possibly a few modifications, will have all classes, all branches and every division of the tobacco industry solidly behind it.

A good deal of stress was laid on the importance of the selection of men to lead and direct the organization. It was because of this that no nominations were made on the spur of the moment, but instead the chairman was authorized to appoint a large and representative committee to draw up a tentative slate of officers as well as a constitution and by-laws. It was thoroughly appreciated that so much depends upon the personnel of the executives of such an organization and that the matter must be approached with great deliberation and effected with the utmost care and judgment.

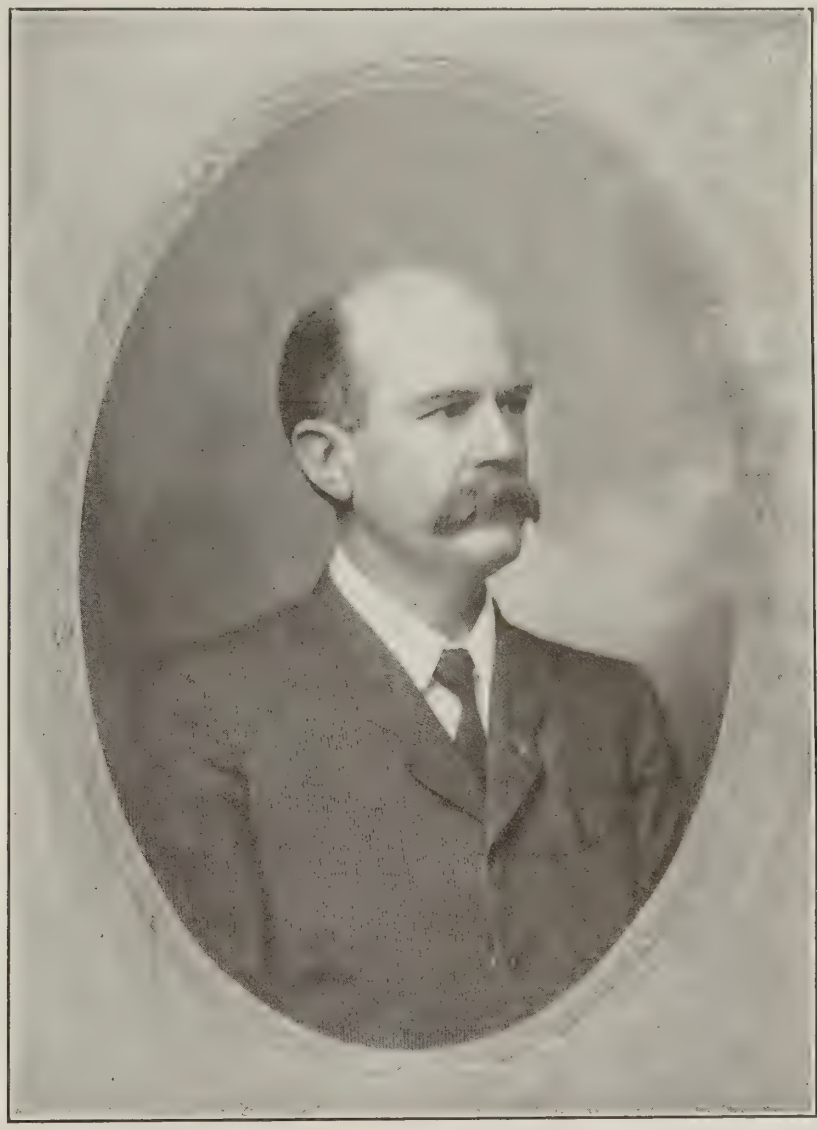
The next step in the organizing process will be the selection of officers and the adoption of the platform. And this the trade will await with keenest interest.

In the meantime, it is gratifying to reflect that the tobacco trade press in assembling such a complete and comprehensive aggregation of trade members has ably discharged the obligation which it assumed, and has placed the completion of the program fairly and squarely up to the trade itself.

# TWO WELL-KNOWN CIGAR MANUFACTURERS



E. A. KLINE, OF EL SYMPHONIE FAME.

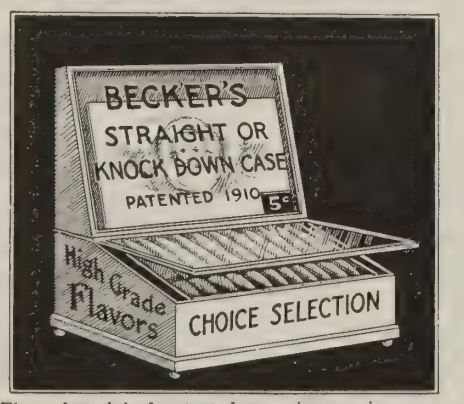


CHARLES J. EISENLOHR, HEAD OF FAMOUS CINCO FIRM.





Modern tight lid that doesn't cover the Cigar Ends.




The only original patented case, in use six years. This style made in ALL GLASS or otherwise GUARANTEED.

# All Crystal Glass Cigar Box Lids

are taking the Place of the overdone Clumsy Metal Bindings which are Very Common and degrade the Modern Store fixtures.




For Cigars too good for Cedar Boxes. Patent Crystal Glass Holiday Offerings.

## The Luminous All Crystal Glass Lids

represent the Highest Type in Scientific Progress. It is the Spirit of the Times and is the only Effective Sanitary Display, with Sparkling and Glittering Effects.

**They always Look Unique and Clean, Neat, Modest and Attractive**

creating an irresistible desire for best Cigars. Because of this distinctive feature, they have influenced the most Sensational Sales.

Our All Glass Patented Hinges fit any thickness of Glass. Had we invented this Hinge 25 years ago, instead of metal binding not a framed lid would be in use today.

We Make Every Conceivable Counter Display Device and the only practical **Ideal Lid Holder and Ventilating Sanitary Moisteners.**

**P. A. BECKER CO., 32 Cumberland St., Brooklyn, N. Y.**

ESTABLISHED 1891

## GOOD OUTLOOK IN CHICAGO

**Trade Leaders Predict Greatly Improved Conditions in the Cigar Business.**

CHICAGO, September 27, 1915.—Few complaints are heard regarding the condition of the tobacco trade. While business is not so steady as desired and the volume could be considerably larger, the total is found to be enormous when sales are checked up for a month.

Wm. Best, Sr., probably is the best known representative of the senior tobacco dealers in Chicago. Mr. Best came to Chicago from Canterbury, England, in 1852; he was eleven years old, then. Five years later he connected himself with John C. Partridge & Co., at that time the largest cigar and tobacco dealers in the West. Upon the death of Mr. Partridge in 1876, the firm name was changed to Best, Russell & Co. The business was incorporated as the Best & Russell Co. in 1891 and Mr. Best became president, which office he has held ever since. While the affairs of the company are largely in the hands of William Best, Jr., Wm. Best, Sr., visits the office daily and keeps in close touch with the business. He has witnessed Chicago's growth from a frontier town to one of the world's leading cities, boasting a population of 2,500,000.

The Congress Cigar Co., which occupies the premises at the southwest corner of Van Buren and Racine avenues, owns one of the larger and more progressive cigar factories in Chicago. Under the intelligent and energetic management of S. and J. Paley, the concern is a leader in the manufacture of high-class, clear Havana cigars, and its trade has grown, not only in Chicago, but in the adjoining territory as well. The principal brand, practically the only brand, made by the Congress Cigar Co., is the La Palina, which has had such a favorable reception that the plant is pushed to the limit to keep pace with orders. An extension of the factory is planned to enable the company to make shipments more promptly.

The Perry Pipe Co., 1818 West Madison street, which manufactures a self-cleaning pipe under patents held by the company, has achieved marked success in introducing the different pipes made by them. In spite of keen competition the development of the business has been steady; the result is that Perry pipes are smoked in practically all sections of the country.

B. Martinez & Co., 1649 W. Lake street, manufacturers of El Contesto, a clear Havana cigar of merit, have an ever increasing distribution. Besides El Contesto, the company makes a number of private brands which have a large sale, and the business of the company shows a very gratifying increase from year to year.

After the Preferencia Cigar Factory, which is said to be the largest in the West, the principal factories in Chicago are the Ben Bey, Tom Palmer, La Palina, Cyrilla, Benner Bros., Wohl & Comstock, La Espera, Rubini, Zealiora, Germania, Brummel & Budinger, Welcher Bros., Florencio Vega & Co., Randall & Landfield, Landfield & Steele, and Alfonso Rios & Co.

Among wholesale dealers and distributors of prominence are Best & Russell Co., J. & B. Moos, Wm. A. Vorhauer & Co., Clarence Hirschhorn & Co., E. Hoffman & Co., Ruhstrat-Cowley Co., United Cigar Dealers Co., Thorwart & Roehling Co., Steuben County Wine Co., Chapin & Gore, Grommes & Ulrich, Hannah & Hogg, and Nathan Fox & Co. Big grocery concerns that are large distributors of cigars and tobacco include Sprague, Warner & Co., Reid, Murdoch & Co., Steele-Wedeles Co., Franklin McVeagh & Co., Henry Horner & Co., and the Sheppard-Strassheim Co.

The principal operators of chain stores in Chicago are the United Cigar Stores Co., Best & Russell Co., Albert Breitung, Schermerhorn, Inc., and Fred Wells.

Chicago is one of the important clear Havana centers and consumes an immense quantity of locally made and other cigars. It is also a big distributing center for cigarettes, the prominent factories of the country being well represented.

Business generally has been satisfactory during the past year, considering the many obstacles encountered. The outlook for the coming year is considered good by most men in the trade. With large crops and high prices for farm products, with manufacturing interests showing steady improvement, building operations large, and money conditions growing better, it can hardly be otherwise than as prophesied by those who foresee a prosperous future.

## BOSTON TRADE INCREASING

**Cigar and Cigarette Wondering What Change in Big Chain Drug Stores Portends.**

BOSTON, September 28.—The announcement of the sale of Riker-Jaynes-Hegeman stores was the topic of conversation that batted for 1,000 around the Boston trade the past week. Much speculation as to the whys and wherefores of this move, who really did the buying, what would be the new policy, and how many competing stores the new concern would close. Everyone was entitled to a guess, and all are still guessing. The outcome and final settlement of this new concern is awaited with much interest.

Harvard College opens this week, and Harvard Square is again the scene of great activity. The enrollment this year is larger than ever, and all the cigar store men are looking forward to a big college business. The Harvard gates are open to the incoming students, but the portals are not exactly beckoning the dealers within their confine. The Harvard governors have issued an order forbidding all tradesmen from calling upon the students who live in the dormitories located in the college yard. This means that the cigarette representatives cannot go through the student quarters sampling or taking orders. All of this must be done outside where the students congregate.

A Massachusetts charter has been issued to the Davis & Young Co., of Lynn, Mass., for $25,000. The incorporators are William M. Young, Frederick H. Rowell and Joseph Doherty. This concern operates two retail drug stores in Lynn.

Victor Lopez, representing Julius Klorfein, maker of the famous Garcia Grande cigar, was in Boston this week booking orders for the holiday trade. Mr. Lopez reports that the factory is working to its capacity, but they are still unable to take care of the orders that are coming in each day for Garcia Grandes.

Piccadilly Little cigars, which sell ten for ten cents, are being pushed by a staff of efficient salesmen and advertising men in and around Boston. The Piccadilly is now generally sold and rated as a life member of the Little Cigar family.

David H. Mousdale, general Eastern representative for Sanchez & Haya, was in Boston this week calling on their New England distributors, Bernard Lett & Co. He called on the trade with Mr. Lett, and booked some fine orders for the holidays. The Americus brand, the new shade-grown wrapped cigars made by Sanchez & Haya, has been accepted readily by the trade. This cigar is made in Tampa, by Spanish workmen, and the finest Havana tobacco is used in the filler. This is a full-sized cigar, and the prices are mighty attractive to the retailer.

La Maria Cristina brand of Manila cigars, controlled by A. Garten & Sons, of New York, is being handled by the Bieringer Brothers Co.

The Agawam Tobacco Co., of Agawam, Mass., has been organized at a capital of $50,000 under a Massachusetts charter. The incorporators are Henry J. Perkins, Harry P. Hinckley and Stewart A. Robson.

J. D. Gernscheimer, representative for F. Lozano, Son & Co., of Tampa, called on the Boston trade the past week. The Walls Court brand of this concern is controlled by the firm of Charles B. Perkins & Co., who have made a fine distribution on the goods among the best hotels and clubs.

Frank Goodwin, the general sales manager for Baker Bros., the Broad street jobbers, has one of the largest vocabularies of any cigar salesmen. He is well posted on any topic, no matter whether it is in Caribou, Me., or in New York. He can converse on subjects that fit the location. Mr. Goodwin has been selling San Felice and El Verso cigars so long that at times when booking orders for goods other than these brands, he writes down San Felice and El Verso. He always has his goods well displayed.

Nelson B. Clark, well known in tobacco circles, is a candidate for Governor on the Bull Moose or Progressive party ticket.

The trade will be pleased to learn that Frances Smartt is now spending a few hours each day at her store, after an illness of many weeks.

Percy M. Witherell, of the firm of Warren F. Witherell Co., returned this week from a ten days' automobile trip. HUB.

## BIG HUMIDOR BUILDERS

**Harry A. Muecke, Inc., Have Equipped Lincoln & Ulmer, and Gene-Vall Factories.**

Harry A. Muecke, Inc., might be called the incorporation of expert knowledge and technical skill in the construction of humidors for cigar manufacturers. The concern has the experience and constructive ability; recent work of the Muecke concern in New York is said to show the latest development of humidor building. Among important contracts acceptably performed by Muecke are the two humidors of La Rodena cigar factory having a capacity of 500,000 cigars each and the three humidors of the Gene Vall factory having an aggregate capacity of 1,500,000 cigars.

### SOME CAPITAL REPRESENTED.

It is estimated that more than a billion and four hundred million dollars in capital was represented at the Biltmore conference.

## SAN FRANCISCO APPROVES

**Members of the Trade Express Themselves in Favor of National Organization.**

San Francisco, September 24. — Notwithstanding the interest in the Exposition, which keeps up wonderfully well in San Francisco, there will be a very lively mayoralty campaign this fall. Of the three candidates in the field, the incumbent, James Rolph, appears to lead in popularity. The betting is two to one on him and some local cigar stores have as much as five hundred dollars in stakes which they are holding for election enthusiasts. The betting is about seven to ten that Rolph will win out at the primaries. Election excitement always means a stimulated cigar business, so the immediate prospects are for good business in California. With country trade showing favorable aspects, and the attendance at the Fair holding up strong, there is little reason for local jobbers and retailers to complain.

The idea of a Tobacco Merchants' Association of the United States is splendidly received in San Francisco. Jobbers, retailers and manufacturers on the Pacific Coast will undoubtedly aid in boosting this association, for it will fill a real need in the trade. Those interviewed regarding it, expressed much interest and stated that such an organization should be of material benefit in marketing and standardizing products, as well as in solving problems of vital interest to the trade.

The canvass of the Tobacco Day Association for funds to finance the spectacular and entertainment features of the day progresses nicely and the local people are responding liberally. The success of the monster parade is practically assured, as money for a number of elaborate floats has already been raised. There will be much independent participation in this parade by local dealers who wish to take advantage of the occasion as a means of special advertising.

H. L. Judell, of H. L. Judell & Co., is away this week with the special excursion of the San Francisco Chamber of Commerce through Mendocino and Humboldt counties. The special train consists of ten Pullman cars, and the delegation numbers 110, all heads of different wholesale business concerns of San Francisco. Mr. Judell, true to his reputation for timely enterprise, planned a pleasant surprise for the members of the excursion by having souvenir cigar cases made with the name of each member on an individual case. The names were printed in gold and each case held four Chancellor cigars, after dinner size. It goes without saying that Chancellors were the popular cigars on the trip. Milton Glass, of the Judell company, was in Eureka to meet the party. He had arranged to have all the cigar stores in the district make special window displays of Chancellors.

George Herzog, representing Schinasi Bros., is in San Francisco this week interesting dealers in Naturals and Prettiests, the popular Egyptian cigarettes.

Horace Gladstone, of Bondy & Lederer, is again in San Francisco making things hum for Watt cigars.

Joe Diaz, of Bustillo Bros. & Diaz, accompanied by his son, is in San Francisco this week. Arthur Meyer, who has just returned from a long trip through the Western territory in the interest of Alexander Humboldts, has been showing Mr. Diaz and his son around the city and Exposition.

Milton Esberg, vice-president of M. A. Gunst & Co., is at present on a tour of the Northwest.

Harry Jonas, who has been the Honolulu manager for M. A. Gunst & Co., is now manager of the Seattle branch, and Julius Unger, of that branch, has been transferred to the Honolulu branch. Mr. Unger has already arrived at his new post.

Armand Blum, formerly with Wilmerding, Loewe & Co., recently took over the popular Orpheum Annex cigar stand, which until then had been conducted by Sol Guggenheim.

E. P. Messersmith, 100 years young, cigar man since 1854, will visit the Fair.

E. H. Meade, who conducted a cigar store at Marshfield, Ore., has discontinued business.

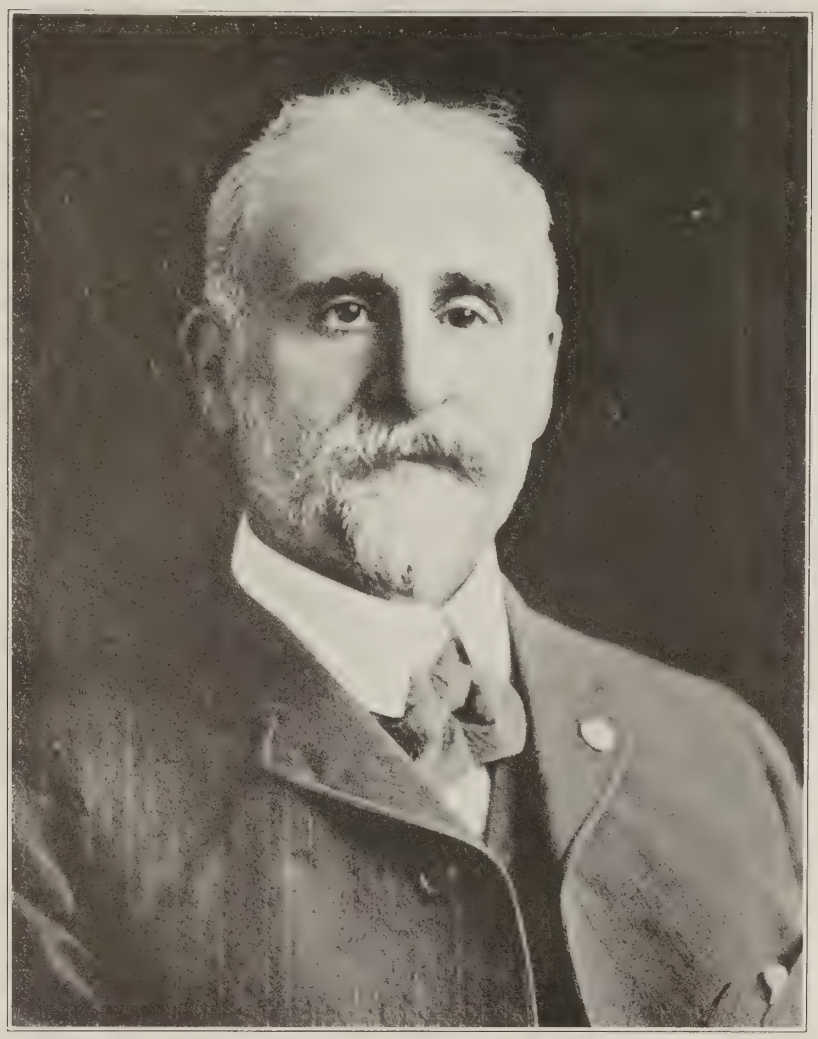
Hugh McCormick has acquired the cigar business of Northway & McCormick, Sebastapol, Cal.

Mr. Ross, of Blackman & Ross, New York, is here looking over the field for the United Cigar Manufacturers' Co., as he handles for them a great deal of national advertising.

Lee F. Morton, the well known cigar dealer of Redding, is visiting the Exposition in San Francisco this week.

Pacifico.

### CHAIRMAN OF TOBACCO DAY CELEBRATION



H. L. JUDELL, THE VETERAN SAN FRANCISCO JOBBER

## A PROGRESSIVE MANUFACTURER

**Adolph Hirtenstein Has Built Up a Large and Steadily Growing Business.**

Adolph Hirtenstein's leading brand, La Murien, a distinctively mild Havana, must be placed among the cigars having a distribution that is steadily growing. In Greater New York, particularly, La Murien appeals to the retailer because the customer who buys this agreeably mild cigar almost invariably comes back for more.

If La Murien brand notably is displayed in many stores, if Hirtenstein's cigars show every day what sales makers they are, one does not have to go far to find the reason. In a great city like New York, where hundreds of brands contend for favor, where inducements of every sort are offered to the trade, the cigar that gains prestige, year after year, must have special merit.

Presenting always the fine appearance that suggests thorough workmanship, having the quality that pleases the smoker who accounts mildness a cardinal virtue in a cigar, La Murien obtains preference. Many do not hesitate to say that they prefer La Murien to any other cigar made with a shade-grown wrapper. Those not thoroughly acquainted with the trade in Greater New York might be astonished to know the number of places where La Murien is a favorite brand.

Aside from his ability and reliability as a cigar manufacturer, there are various reasons for Adolph Hirtenstein's unusual popularity with retailers. But it suffices to say that no manufacturer is in closer sympathy with the men who sell his goods to the public.

## CIGARS SMOKED BY HUERTA

**Famous Mexican Liked the Clear Havana Product of J. I. Edelstein.**

J. I. Edelstein, proprietor of La Kyma cigar factory, enjoys the distinction of making the clear Havana cigars that General Victoriano Huerta, ex-President of Mexico, considers the best of all. The judgment of the distinguished Mexican regarding cigars is affirmed by many smokers. Edelstein's brands, Constancia Garcia and La Kyma, both are clear Havanas of the strictest sort, made on honor and sold to people who are not satisfied with mediocre quality.

Capitalizing his ability to make excellent cigars, J. I. Edelstein began manufacturing several years ago. Good work and unswerving attention to business have caused him to rise steadily in the estimation of the trade. La Kyma factory, at 90 Prince street, each month increases the importance of its output.

### THOSE BURMESE CIGARS.

An erstwhile globe trotter is authority for the statement that the worst cigars in the world are made in Burmah. In Siam they say, "Offer Burmese cigars to your enemies."

TOBACCO
· ESTABLISHED · 1886 ·

DEVOTED EXCLUSIVELY TO THE INTERESTS OF THE WHOLESALE AND RETAIL CIGAR AND TOBACCO DEALERS.

PUBLISHED EVERY THURSDAY
by the
**Tobacco Trade Journal Company**
150 Nassau Street, New York
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TERMS OF SUBSCRIPTION

| | |
|---|---|
| One Year | $2.00 |
| Six Months | 1.00 |
| Canada and Foreign Countries | 3.60 |

Remittances may be made by New York draft, postal or express money order, or cash in registered letter.

Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

**TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.**

**INTERESTING FROM EVERY POINT OF VIEW.**

**Knight Bros., cigar importers, Cannon street, E. C., London, Eng., write TOBACCO as follows: "Thanks for your memoranda; we shall be pleased to continue as subscribers to your valued journal, as we find it most interesting from every point of view."**

NEW YORK, THURSDAY, SEPTEMBER 30, 1915.

Complete Table of Contents will be found on page five of this issue

## *THE TOBACCO MERCHANTS' ASSOCIATION OF THE UNITED STATES.*

There are certain dates, like the Fourth of July and the 22nd of February, that stand out vividly in American history, and Tobacco has no hesitation in predicting that for many long years to come the date of September 25 will stand out with the same prominence in the annals of the tobacco industry.

The conference at the Biltmore Hotel in New York on September 25, 1915, is bound to become historic, as marking the dawn of a new and a better era in every branch of the tobacco business.

Tobacco is bound to admit that while it had looked forward with every confidence to a large and representative gathering, its fondest anticipations were splendidly surpassed, not only in the large number and thoroughly representative character of those present, but in the spirit of harmony that prevailed, and the real earnestness manifested by practically every one present.

It is freely admitted on every hand that the gathering at the Biltmore Hotel was in every sense of the word the most remarkable that has ever been assembled at one time in the entire history of the tobacco trade.

When more than a hundred men of such pre-eminent standing in the trade as were present at the Biltmore conference place the seal of their approval upon a proposition of such vast and far-reaching importance to every interest in the tobacco industry as the movement for the organization of the Tobacco Merchants' Association of America, the success of that proposition may be regarded as definitely assured.

Men of such calibre are not in the habit of acting with undue haste. It is not their habit to decide upon a matter of such momentous importance without due deliberation. The fact that these men—representing as they do every department of the tobacco industry and its hundreds of millions of dollars of invested capital—have declared themselves earnestly and unanimously in favor of the immediate permanent organization of a great national association, established upon the broadest and most progressive lines, and fully equipped to accomplish real constructive work in the interest of the entire trade, certainly augurs well for the success of the Tobacco Merchants' Association of the United States.

Tobacco feels in all sincerity that the tobacco trade is to be congratulated upon the fact that the splendidly and carefully laid plans, which only a few brief weeks ago seemed to many members of the trade like a wonderful dream, too visionary to be even imperfectly realized, now has every practical promise of early fruition, and that the Tobacco Merchants' Association of the United States is destined to become a force for good such as the tobacco trade has never known in the past.

## *A WONDERFUL ACHIEVEMENT IN TRADE JOURNALISM.*

With all becoming modesty, Tobacco has no hesitation in pointing to its present issue as a really remarkable achievement in trade journalism. Certainly nothing approaching it has ever before been undertaken in connection with the tobacco trade.

Not only is the present National Cigar and Tobacco Day number of Tobacco by far the largest periodical publication that has ever been issued in connection with the tobacco industry, but it is by long odds the most sumptuously printed and the most splendidly and profusely illustrated.

It contains by many, many pages the largest volume of advertising ever carried in any tobacco trade publication. Indeed the only other tobacco trade publication that ever printed anything even remotely approaching the amount of advertising contained in this issue was the special Twentieth Anniversary number of Tobacco, which appeared in May, 1906, nearly ten years ago.

Persons unacquainted with the intimate details of the publishing and printing business can have small conception of the vast amount of labor involved in bringing out such a publication as this issue of Tobacco. A large corps of writers have been engaged for several months in preparing the various special articles. Some two score or more of printers, linotype operators, make-up men, pressmen, binders and engravers have been busily employed for more than a week on the mechanical work.

In addition to this there has been a vast amount of correspondence entailed, extending over a period of many months, to all of which is added the further labor involved in the preparation of this issue for the mails. Indeed, the postage upon the large edition of a publication of such size is no small item, running to a greater sum than the entire cost of production of some fairly pretentious publications.

Tobacco long ago promised that it would endeavor to make its National Cigar and Tobacco Day number the most extraordinary issue of a tobacco trade paper that has ever been issued in the entire history of the tobacco industry, and it feels that this promise is now splendidly redeemed.

Tobacco has every confidence that the vast amount of valuable practical information contained in this issue is of such a character as will cause it to be preserved as a work of reference, and frequently consulted for a long time to come.

In this connection Tobacco would express its high appreciation for the generous support extended to the National Cigar and Tobacco Day number by leading houses in the trade, and extend to them all its best wishes that they may enjoy a large measure of the steadily increasing prosperity that is now being experienced by this highly favored nation.

## TOBACCO MONOPOLY IN TUNIS

**The Government Alone Can Import Leaf and Manufactured Products Must Pay High Duty.**

WASHINGTON, D. C., September 27.—United States Consul-General A. Goulin has forwarded from Marseilles, France, the following interesting account of the tobacco monopoly in Tunis:

"The manufacture and sale of tobacco in Tunis is a Government monopoly, and private imports are allowed only to the extent of 10 kilos, or 22.4 pounds, of manufactured tobacco per person per year. The rates of customs duty for these imports are, per 100 kilos, or 220.4 pounds: Cigars and cigarettes, $694.80; chewing tobacco and snuff, $289.50; smoking tobacco—from the Levant, $482.50; from all other countries, $289.50.

"These rates apply, except as noted, to the imports from all countries indiscriminately. The importation of leaf tobacco by private persons is prohibited. Government imports are duty free. Imports of tobacco into the Regency during 1914 were as follows:

| Countries of Origin. | Pounds. | Value. |
|---|---|---|
| Leaf tobacco | 1,854,812 | $157,298 |
| Algeria | 67,530 | 5,699 |
| Austria | 187,825 | 5,373 |
| Belgium | 205 | 193 |
| Greece | 322,702 | 29,130 |
| Turkey | 251,408 | 24,125 |
| Germany | 45,139 | 4,825 |
| Russia | 36,308 | 2,993 |
| United States | 943,695 | 84,960 |
| Manufactured tobacco | 196,888 | 45,610 |
| France | 55,448 | 13,652 |
| Algeria | 76,646 | $12,612 |
| Belgium | 652 | 251 |
| Italy | 617 | 469 |
| Malta | 14,559 | 4,348 |
| Switzerland | 6,627 | 1,312 |
| Greece | 7,864 | 811 |
| Germany | 86 | 15 |
| Holland | 34,200 | 12,082 |
| Egypt | 189 | 58 |

"The imports of manufactured tobacco consist chiefly of cigarettes. The consumption of cigars is much smaller than that of cigarettes. Pipe smoking is almost exceptional. Chewing tobacco is not used to any extent. Total production of manufactured tobacco averages 1,400 metric tons annually.

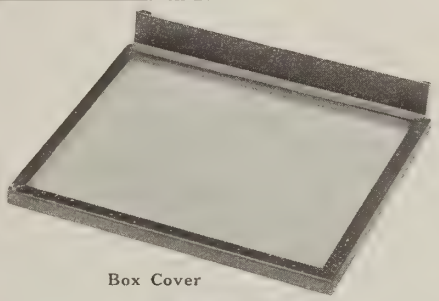
"Owing to the Government monopoly it is impossible to arrange for the manufacture of tobacco by private parties. In order to introduce American-manufactured tobacco in the regency it would be necessary to submit offers to le Directeur de la Régie Tunisienne at Tunis. REGULUS II.



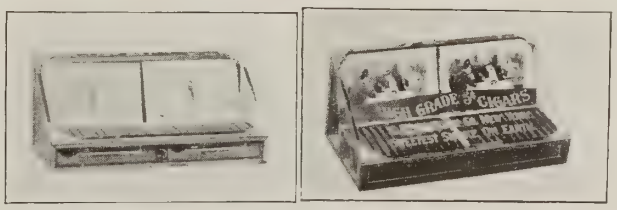
OFFICE OF ANTONIO ALLONES, OF RAMON ALLONES, IN HAVANA.

### INDEPENDENTS ELECT OFFICERS

The Independent Retail Tobacconists Association at a largely attended meeting held in Terrace Garden, Thursday evening, unanimously elected the following officers to serve for the ensuing year: President, Ike Ochs; first vice-president, Lewis Gompers; second vice-president, Alfred Samuel; third vice-president, O. Abramowitz; fourth vice-president, Ike Starr; fifth vice-president, Oscar Veit; secretary, "Manny" Neuwirth; treasurer, F. T. White; counsel, Henry H. Hunter; sergeant-at-arms, Sig. Weill; directors, Adolph Hirtenstein, John A. Locker and Oscar Freedman.

Box Cover







**"SELMORE" Service, Cases and Displays**

**HELP to**

**SELL MORE CIGARS**

We make Glass Covers for Cigar Boxes from 10c. up; Humidors for one or more boxes; Counter Displays of Glass, Metal, Wood.

**IF**

**Benson & Hedges**
**Regensburg**
**Bayuk Bros.**
**Liggett & Myers**
**Amer. Tobacco Co.**

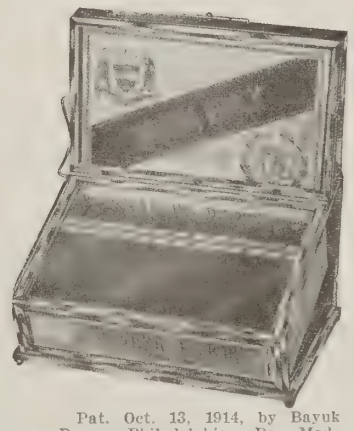
**?**

buy "SELMORE" Cases, Why not You?
Write, or Come and see our Original and Attractive Designs.

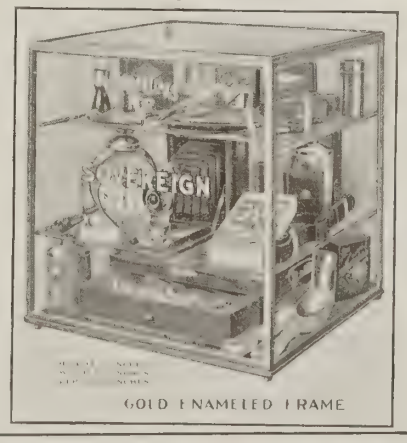
SELMORE DISPLAY DEVICES **Inc.**

**35 East 12th St., New York**

Just West of Broadway



Pat. Oct. 13, 1914, by Bayuk Bros., Philadelphia, Pa. Made for them by "SELMORE," Inc.




GOLD ENAMELED FRAME

# TAMPA, KEY WEST, HAVANA.

## SOME FAMOUS HAVANA HOUSES

**Concerns That Are Recognized Leaders in the Cuban Capital.**

The following are some of the enterprising and up-to-date houses that keep step to the march of progress in Havana, and stand high in the estimation of many customers in the United States.

**The National Bank of Cuba.**

This bank was founded during the American intervention in the affairs of our island, with a capital of $5,000,000, and as it became the depositary of the funds of the Republic, as well as through its aggressive, modern, and up-to-date methods of doing business, it soon gained the confidence of the mercantile community, and progressed in a wonderful manner.

As far as the tobacco trade is concerned, we fully believe that this bank is buying and selling more exchanges, than any other institution in Havana, owing to its willingness to do business upon a moderate commission. Because of this readiness to be satisfied with a small margin, it also obtained the concession from the Cuban Government to finance the coinage of our new monetary system, in competition with the other local banks. Nevertheless that small profits do not necessarily influence the earning capacity, when the bulk of the business is sufficiently large, we may mention, that the bank has paid to its shareholders an annual dividend of eight per cent., besides increasing the reserve fund each year.

William H. Merchant, the present president of the bank, is certainly one of the brightest financiers in Cuba, and the success of the National Bank of Cuba, to a great extent, due to his careful and judicious management, he being gifted with the inestimable foresight, to discern danger signals in the political or financial horizon.

**The Famous Eden Factory.**

The famous Eden factory founded by the late Calixto Lopez, and now the property of the Preferred Havana Tobacco Co., of New York, has always enjoyed an excellent reputation and a fine clientage, which gave the preference to Eden cigars.

Don José M. Diaz, the president of the Preferred Havana Tobacco Co., is now personally looking after the working of this factory, and by having installed Don Pancho Herrera, as the superintendent, during his temporary absences, he has the guarantee, that his orders will be strictly carried out, and that the well earned reputation of the Eden factory will be fully maintained.

Business has increased already, although the effects of the European war have also been felt in this factory, particularly as far as Europe is concerned, with the sole exception of England. The United States, South America and the South African customers, however, have not neglected to order as freely as formerly, and which is a proof, that the cigars have lost nothing of their well known merit.

This factory is also making cigarettes upon a grand scale and business in this line might well be described as booming.

Don José M. Diaz has been visiting the Pacific coast the past summer, as the Preferred Havana Tobacco Co. operates also three or four factories in Tampa, and as we have heard that Don José and his son, who accompanied him, have met with a great deal of encouragement and success in that section.

The Eden factory is bound to meet with success, as soon as the European war comes to a close, and business becomes normal again.

**Por Larranaga.**

The famous Por Larranaga factory has undergone a change during the past nine years, as upon the first of July, 1913, a new society was formed, although the style of the firm was not changed, and Don Eustaquio Alonso, formerly connected with the Partagas factory, became the president, while Don Antonio Rivero was elected to the vice-presidency, and Don Ricardo Rivero was made a director and secretary.

The new combination has worked harmoniously from the start, doing a good business with the United States and Great Britain. Don Eustaquio started last year upon a lengthy tour to visit the South American Republics, and intending later on to visit Europe, when the war broke out, and altered his plans, as far as Europe was concerned. Business in August and September of 1914 was extremely bad and matters looked blue indeed, but since that time there was a remarkable recovery. The English customers, in particular, have sent extremely heavy orders to the Por Larrañaga factory, recognizing promptly the superior quality of the sample shipments of cigars. The importers in the United States were also quick to respond, and besides some orders from South America and Australia the factory is now on the upward bound, with good prospects of further increasing its trade with all the principal countries of the world, except Germany, which unfortunately for the time being is "hors de combat," as far as imports are concerned.

The factory has also an expert judge of tobacco in the person of José Fernandez, otherwise known as Capillin, who was formerly connected with the Partagas factory, and who now attends to the blending of the different vegas, and helps Don Eustaquio in the buying of the leaf. We predict a great future for Por Larrañaga, not only in the markets of the United States, but in Europe and South America as well.

(*Continued on page* 173.)

## BUSY TIMES IN TAMPA

**Bigger Forces at Most of the Factories as Holiday Orders Are Large.**

TAMPA, September 25.—This has been a busy week in the local industry, customs and internal revenue receipts showing big advances over the corresponding week last year, and nearly every factory in Tampa is running to capacity with holiday orders. Bank clearings also showed a substantial increase over last year. There was a gain of $5,000 in customs receipts and a $3,000 gain in internal revenue receipts.

Manufacturers generally are optimistic and will close the year with the biggest business they have ever known. The demand has been more general for the higher grade cigars recently. All during the Summer, when nearly everybody was joy riding evenings, the small five-cent brands were generally ordered, but with Winter in sight the larger and more high-priced cigars are more in demand.

Cuba has not abandoned the idea of making a splendid monument out of the turret of the old battleship *Maine,* which was sunk in Havana harbor in 1898, according to a statement made in Tampa by Consul R. M. Ybor. When a story went the rounds of the press that the turret had been allowed to deteriorate in the open because the Cuban government had been unable to build the monument on which to install it after it had been turned over to the government by the United States, the Tampa Board of Trade made an effort to have the turret brought to Tampa, where it was to be erected with a monument. Consul Ybor says the turret is in the national museum for the present and is held in the greatest reverence by the people of Cuba as representing one of the contributing causes to that country's freedom.

Matthew W. Berriman returned recently from Cuba and left during the week for New York.

Benjamin Cosio, manager of the Lovera factory, left during the week for New York, where he will pass several weeks on business and pleasure.

No steps have yet been taken by local saloonkeepers to comply with the Davis law which becomes effective this week. It is generally believed that the clubs will continue serving their members, but they may have to install the locker system. An agreement has been reached in Jacksonville to have three arrests made and take the matter immediately to the Supreme Court.

The White Rose saloon, one of the landmarks of Tampa, located on Lafayette street, near Franklin, is being torn down, the building having been condemned.

R. W. Tanksley, of the Florida sales force for the Liggett & Myers Tobacco Co., put in this week in Tampa canvassing the trade.

Exhibits which were placed in the windows of Franklin street retailers during the "Made in

Tampa" week are being taken out. There was a big celebration Thursday night, reminding one of the old Tampanama nights.

Val M. Antuono has returned from Indian Rocks where he has been enjoying a vacation of several weeks. He has a magnificent villa on the broad reaches of the Gulf beach, where he enjoys life in the Summer. G. M. G.

## KEY WEST IS MORE OPTIMISTIC

**All of the Factories Preparing to Do a Much Bigger Business This Fall.**

KEY WEST, September 25.—Key West is more optimistic than it has been for months. Excellent orders received at the E. H. Gato, Mi Favorita, Havana American, Geo. W. Nichols, Martinez Havana, M. Perez, Ruy Lopez and S. & F. Fleitas factories have caused the employment of additional help. Made more comfortable by the cool breezes now prevailing, the cigar makers are turning out a larger amount of work.

Business at the big Havana American factory is brisker; more people will be given employment next week. The Martinez Havana Co. is increasing its output notably. The Ruy Lopez Co. is working extensively on finer sizes. A larger demand for the Solace brand hastened the augmentation of the working force of Geo. W. Nichols & Co., the steadiest factory in Key West. M. Perez & Co. report good sales of the Pinzon brand in the South and West and they are correspondingly active. S. & F. Fleitas, encouraged by bigger orders for Homericas, expect to have 250 people on their payroll before the year closes. The E. H. Gato Cigar Co., which always does an immense business, is preparing for greater things this Fall.

E. H. Gato, Sr., recently went to Havana, where he will remain for some time. E. H. Gato, Jr., returned to Key West this week. While North he placed one of his sons in the Georgia Military Academy and another in Eastman's Business College at Poughkeepsie.

The Mi Favorita factory, by the middle of October, will be working to capacity, employing 600 people. HICKORY.

## SOME FAMOUS HAVANA HOUSES

(*Continued from page* 172.)

**Romeo y Julieta.**

We shall not attempt to republish, what we wrote nine years ago in the 20th anniversary number of TOBACCO, about this famous factory, but we desire to say, that our prognostications at that time have been fully verified, as Romeo y Julieta at this date is undoubtedly the first factory, of the city of Havana, as regards output, and its reputation for prime cigars, in every respect as to aroma and workmanship, have not been excelled by any other factory. We admit, that there are a few other factories, the cigars of which stand upon the same level, and which might be preferred even by some smokers, but there are none superior.

The present greatly enlarged building, three stories in height, taking in two-thirds of the block on Belascoain street, and running through to the next block of Lucena street, is one of the largest buildings occupied for cigar factory purposes. It is solidly constructed of stone, brick and steel, and contains all the latest sanitary improvements. Romeo y Julieta also has a large branch factory at Artemisa.

The original firm of Rodriguez, Argüelles & Co. was changed to an incorporated society, called Romeo y Julieta, S. A., although Don Pepin Rodriguez remains as the senior partner, traveling through Europe part of each year, looking after the interests of their customers. Don Ramon Argüelles, the junior partner, gives his whole time to the supervision of the factory, and attending also to the purchases of tobacco, when Don Pepin happens to be absent in Europe or in the United States.

Notwithstanding the European war, this factory has felt the decline in the exports of our cigars perhaps less than any other factory in Havana, as its German business was not of great importance, and we even heard, that the factory is ahead of last year in its shipments this season.

**Walter Sutter & Co.**

The firm of Walter Sutter & Co. was founded a little more than two years ago, and has met with quite a decided success, in the leaf commission business, as it has treated its customers right, and having the perfect knowledge, not only of the local market, but also being thoroughly acquainted in all of the tobacco growing sections of Cuba, it has been enabled to secure the leaf at bottom rung prices for its customers.

This firm, during the second year of its existence, purchased more than 16,000 bales of the 1914 crop of leaf tobacco for the account of its customers, and which is surely more than a good beginning, as possibly no other house in Cuba exceeded this quantity of leaf tobacco purchased.


# HARRY A. MUECKE, INC.

## Humidor Builders




One of the Sectional Humidors Built for Lincoln & Ulmer, New York. Capacity, One Million Cigars.

Our Humidors are built on scientific principles, built in sections, with staggered interlocking airtight joints. Can easily be taken apart and moved without being broken to pieces. Assembled or disassembled by simply manipulating a few bolts. Shipped anywhere, in knockdown form, ready for erection.

Simple—Reliable—Durable—Moderate Cost

OFFICE, 44 FULTON STREET, NEW YORK

## PROSPERITY IN PHILADELPHIA

**Cooler Weather Brought Brisk Sales to Retailers, and Factories Are Busy.**

PHILADELPHIA, September 28.—There was a general improvement in trade conditions in the Quaker City the past week, due to the cool, clear weather that prevailed throughout the entire week. The cigar and cigarette manufacturers are well pleased with the conditions of business, and feel confident that the holiday business will eclipse anything experienced for several years. There is still a shortage in cigar makers.

In an interview with the representative of Larus Bros., manufacturers of Edgeworth tobacco, the TOBACCO correspondent brought up the topic of Edgeworth displays in the United Cigar Store windows, and the effect it would have on the Independent dealer, and was told by the Larus man, that it paid to contract with the United Window-Dressing Co., who control the United Cigar Stores windows, as the United Cigar Stores had only good locations, and almost invariably, corner stores, which are far better than the average Independent location. The United suggests what shall be displayed in their windows. He also claimed that one United window was worth more than several Independent windows, and that the Independent are hard to obtain, but as the United are paid for their windows, they are easily obtained.

Starr & Reed, manufacturers of the golf green box of Turkish cigarettes, have been receiving some very large orders from the United States Navy. The shipments of Starr & Reed cigarettes to the various navy yards and ships, would keep the average factory rushed.

The opening date of Godfrey S. Mahn's new store at 13th and Chestnut streets, will be delayed until November 1, due to the extensive interior alterations, which will surpass anything in Philadelphia. The Bureau of Buildings will not permit the bulk windows to be changed unless the store is set back about two feet, and in order to make the old bulk ornamental, Mr. Mahn is having an elaborate glass sign made which will extend around the top of the windows. The lettering on the sign will be hand-cut glass, the like of which has never been used in Philadelphia for either cigar or any other business.

The Adelphia Hotel has added the Themelis Rose Tipped cigarettes to their extensive stock of high-grade Turkish cigarettes. They carry a size that retails at 50 cents for a box of ten.

Unis cigarettes, the 15-cent package made by Philip Morris & Co., of New York, have become popular with the fastidious cigarette smokers of Philadelphia; and have already gained as wide distribution as the little brown boxes of Philip Morris.

Wm. Cleveland, the Philadelphia representative, has been highly successful in placing his line with practically all of the country clubs in the vicinity of Philadelphia. Mr. Cleveland is well-known among the clubs on account of his ability as a golf player.

Boltz Clymer & Co., are about to launch a new brand of cigars on the market which will be clear Havana filler and Porto Rican wrapped, which, it is confidently expected, will surpass anything of its kind now on the market, and there are several similar lines on the market at present, which have a big sale. The new Boltz Clymer brand will be extensively advertised and pushed vigorously by the newly organized sales force of which Robert Boltz is the head. John Boltz has just returned from Havana, where he went to invest in Vueltas. Jean Brady, the Philadelphia representative, is devoting his time to El Palencia brand.

Chas. Bobrow, of Bobrow Bros., manufacturers of the Bold cigar, is having a most successful trip in the Middle West, and has met with wonderful success, especially in Chicago. The phenomenal sale of Bold cigars has so amazed other manufacturers, that some unscrupulous ones are trying to reap some of the cream of success enjoyed by the Bold, in trying to imitate them in shape and name only. All of the Bobrow factories are running full time and still are far over sold.

George S. Themelis, manufacturer of the Themelis Rose Tipped cigarettes, passed a day in Philadelphia the past week, and is well pleased with the increasing sale of Rose Tips in the Quaker City.

KEYSTONE.

## AMBER IN THE ORIENT

**It Is Much Prized by Wealthy Arabs Who Use It for Many Purposes.**

Wealthy Turks and Arabs use amber mouthpieces of peculiar shape called "chibuque" on their long stems for their pipe bowls.

Some of the crusaders from the Baltic countries who came to Jerusalem in the 12th century had brought amber ornaments along with them, which introduced this interesting material in the Far East. The Orientals as well as the Europeans prefer the clouded amber to the clear.

Because of amber being so pleasant to the mouth it is used by some of the artisocracy of Europe to ameliorate the teething of their infants.

On that account it is also highly prized and used as mouthpieces for fine pipes and cigar holders throughout the civilized world.

Amber is soluble in ether and susceptible of a good polish and is much esteemed as personal ornaments in the shape of beads, brooches, and earrings.

## WHERE THE DAILY EDITION OF "TOBACCO" WAS PUBLISHED




HEADQUARTERS OF "TOBACCO" AT THE FAMOUS TOBACCO EXPOSITION IN MADISON SQUARE GARDEN IN 1907.

# TWO WELL-KNOWN AND POPULAR CIGAR MEN



MARCELINO PEREZ, OF TUVAL FAME.



DAVE SAQUI, WHO IS MAKING JEAN VALJEAN FAMOUS.

KANSAS CITY MEMPHIS

BEST-RUSSELL
BEST-CIGARS

CHICAGO

If Your Trade
Demands

Union Cigars

Why Not Give Them

The Best

Wm. Glaccum & Sons, Inc.

302 East 45th St. | New York City.
303 East 44th St. |

Established 1872.

## HISTORY OF TOBACCO IN WINSTON

**Beginning of the Industry in What Is Today One of the Greatest Manufacturing Centers.**

By Col. George E. Webb.

[Winston-Salem, N. C., is today one of the greatest tobacco manufacturing centers in the world, being the home of the R. J. Reynolds plant, as well as a number of other factories, with an annual output of millions of pounds of smoking tobacco and hundreds of millions of cigarettes. The following sketch of the beginning of the tobacco business in Winston-Salem was prepared by Col. George E. Webb, editor of the *Southern Tobacco Journal*.—C. Fred: Crosby.]

THE history of the tobacco industry of Winston-Salem dating back to the year 1872, when the tobacco market opened, and on through the years following to the present time, is interesting to say the least. It may be truthfully said that Winston-Salem's growth and prosperity is due largely to her great tobacco interests, although at the present time there are other important industries, engaging the attention of progressive citizens.

"In giving a true picture of Winston-Salem as a great tobacco center, it would be necessary to give facts and figures showing its growth, the cause of its growth, and the stability of the foundation for its continued growth. In this brief sketch we cannot go into details as to the men who were responsible for the bringing into existence of the Winston-Salem tobacco market, and as to those who have all along been taking active parts in bringing Winston-Salem to the forefront as a great tobacco mart.

The tobacco market had its birth February 14, 1872, when the first tobacco sale was held in an old stable that was fixed up for the occasion by whitewashing the dirty walls.

From an old account of the opening sale, we notice that the house opened with Major T. J. Brown as proprietor, Col. A. B. Gorrell bookkeeper; R. C. Moseley as auctioneer, and the late Tom Barker, Tom Jones and Alex Moseley as buyers. From that day until the present time the market has grown from year to year, until it is now the second largest loose leaf tobacco market in the world, and claims the distinction of selling more pounds of tobacco direct from the farmers' hands than any market in the world.

It may not be amiss to mention briefly the names of those who were active in establishing the market way back in the days when Winston-Salem was but a hamlet, and when those patriotic men did not dream of the great possibilities that were in store for the place as a tobacco center.

In the Fall of 1872 a joint stock company was organized for the purpose of enlarging the warehouse facilities, and to this end a building was erected at the corner of 4th and Chestnut streets, by a company composed of P. A. Wilson, G. W. Hinshaw, Dr. Shaffner, Col. J. W. Alspaugh, Major T. J. Brown and others. This was finally purchased by Major Brown and became Brown's warehouse.

At the time of the birth of the Winston-Salem tobacco market there was but little tobacco manufactured at this point. The late Major Hampton Scales operated the first factory and in the beginning bitterly opposed the warehouse system, but, when convinced of its merit, warmly supported it.

In the early history of the market, everything possible was done to promote an increase in the production of tobacco both in quality and quantity. The market grew rapidly, and it was but a short time before the public began to recognize the superior quality of tobacco grown in this section, and manufacturers established plants here, making chewing tobacco of a quality that has all along been recognized as the best that is made.

In the final decade of the 19th century the Winston market was selling from twelve to fifteen million pounds of tobacco annually, and manufacturing from nine to twelve million pounds. At that time there were five warehouses and about 20 factories. At the present time the market, with four of the largest leaf houses in the world, is selling from twenty-two to twenty-five million pounds annually, with a manufacturing output of more than fifty million pounds annually. Besides the manufacture of plug tobacco, several manufacturers are making and selling immense quantities of smoking tobacco, and one factory is manufacturing snuff and another cigarettes.

The output of Winston factories goes to many parts of the globe, and Winston is, perhaps, the only market which has its tobacco




Bound to Please the most critical smoker

LA YENADA

Clear Havana

Made in 18 sizes

Jobbers and Retailers will find **La Yenada** a repeater. Get in touch with the manufacturer.

G. Mazza Cigar Co.
498 W. Bway., N. Y.

LA MARIA CRISTINA




SEVEN SIZES

This Brand of

MANILA CIGARS

Exclusively Controlled in the United States by

A. GARTEN & SONS, 269 Bowery, New York

LITHOGRAPHED SIGNS FOR THE TRADE

Prices Very Reasonable

ALWAYS SOMETHING NEW

NATIONAL WINDOW TRIM. CO. INC

Julius Silberstein, Pres. 23 E. 14th ST., N.Y. W. Marshak, Secy

WE KNOW HOW TO DO IT

worked in every way in which the trade demands it.

One of the causes of Winston's growth as a great tobacco center is primarily the fact that in the section which is just south of the famous Henry county, Virginia, section, we grow tobacco which has a toughness and sweetness and mildness that is not equalled in any other tobacco producing country. Then, too, all of our tobacco manufacturers are self-made men, men of energy and industry and integrity, who rise with the sun and give personal attention to their business, which insures permanent and lasting success. They advertise Winston tobacco by using the leaf that grows in this section and by "putting up" honest work and using pure manufacturing materials, without regard to cost.

Prosperity in Winston is firmly based on industry, integrity, capital and public confidence. Present success, in many instances, is the result of unremitting toil and economy.

## A DEVICE TO HELP CIGAR SALES

**Talkaphone Would Enable Dealers to Attract Attention to Stores in a Forceful Manner.**

THE Talkaphone is the latest device that is being urged upon enterprising cigar dealers as a means of increasing sales. The Talkaphone is a special voice transmitter that resembles an ordinary telephone transmitter, and is used in much the same manner.

A loud speaking horn that acts as a telephone receiver and repeats in a loud, distinct tone of voice whatever is spoken into the transmitter. This speaking horn can be placed on the outside of the display window of the cigar store so that it can be heard by the people on the sidewalks.

The only connection between the transmitter and the speaking horn is a pair of small wires which may be of any length desired. In addition to these two pieces of apparatus, a control box with switch for turning on or cutting off the current, and a dozen dry cells for energizing the apparatus is supplied. The apparatus can be set up in a few minutes by an electrician.



E. M. FREEMAN, OF SIDNEY J. FREEMAN & SONS.

To use the Talkaphone, the cigar dealer or his clerk sits in the window and talks into the transmitter making the sales talk to the passers-by outside. It is easy to talk into the voice transmitter, as it is only necessary to speak distinctly in an ordinary tone of voice.

A little thought by an entertaining dealer will reveal the possibilities of this device. Any live dealer might employ the Talkaphone to good purpose. Window demonstrations relative to the various needs of the smoker are many. But such demonstrations have not been as satisfactory as might be desired.

To see an article demonstrated is one thing, but to see the article demonstrated and have its merits extolled at the same time, is quite another thing, and far more satisfactory. A case in point was that of a salesman demonstrating in the window of a cigar store how to roll your own cigarettes, in connection with a certain largely advertised brand of smoking tobacco. This demonstration did not attract the desired attention. A short time later the Talkaphone was installed, and resulted in an increased number of sales, the means of attracting the attention of the passers-by in a most unusual manner, proving most satisfactory.

### NO HOT AIR IN THIS.

Caldwell & Co., proprietors of the House of Balloons, naturally inclined to levity, say that novel advertising stunts help dealers to rise in the world.


JOIN THE ARMY OF REGULAR READERS!

# TOBACCO

IS PUBLISHED FIFTY-TWO TIMES A YEAR, AND EVERY ISSUE IS REPLETE WITH IMPORTANT NEWS OF THE TRADE, VALUABLE INFORMATION, HINTS AND SUGGESTIONS, FOR THE ENTERPRISING RETAILER AND JOBBER—TO ANNUAL SUBSCRIBERS TOBACCO COSTS LESS THAN FOUR CENTS A WEEK, AND A SINGLE SUGGESTION IS OFTEN WORTH MORE THAN THE COST OF A YEAR'S SUBSCRIPTION.

AS A SPECIAL INDUCEMENT TO NEW SUBSCRIBERS

Tobacco Will Be Forwarded Regularly Every Week from Now Until January 1, 1917, for the Price of a Year's Subscription.

FILL OUT AND SEND IN THE STUB PRINTED HEREWITH

DO IT TODAY

TEAR THIS OFF AND RETURN WITH $2

Send Tobacco Regularly Every Week Until January 1, 1917

Name .....

..... Street

City .....

# FINE WORK BY EXPERT WINDOW DRESSERS




PHILIP MORRIS DISPLAY DURING THE RECENT ELKS' CONVENTION IN LOS ANGELES.



FINE SHOWING OF CIGARS BY M. A. GUNST & CO. IN SAN FRANCISCO.


# Ernest Ellinger & Co.

PACKERS AND
IMPORTERS
OF

## Havana Tobacco

SALUD 15
Havana
Cuba

133-137 FRONT ST.
New York

*Cable Address: Ensconce*

Telephone, Broad 1915

# JAMES C. TANSY

Successor to M. PAPPENHEIMER, Est. 1865

Kentucky and Ohio Burley, Dark Kentucky Leaf and Wrapper

GREEN RIVER LEAF
A Specialty

Tennessee Leaf and Wrapper, Italian Export Types, Virginia, Maryland and North Carolina Leaf and Strips and all other Leaf Tobacco Packed in Hogsheads and Tierces

19 So. William St. and 51 Stone St.
NEW YORK CITY

## FINE WAREHOUSE IN HAVANA

**J. Bernheim & Sons Have Completed Modern Concrete Structure.**

J. Bernheim & Son's new tobacco warehouse in Havana, a two-story, reinforced concrete structure, 275 feet long and 224 feet wide, occupies a city block and has space for the storage of 40,000 bales. Strong, splendidly built, complete in all its arrangements, this great warehouse is typical of the business of J. Bernheim & Son. The big firm, composed now of the two sons of the founder, has been identified importantly with the importation of high grade Havana tobacco exclusively, since 1873. On their books J. Bernheim & Son have some of the largest accounts in the trade.

Besides the warehouse referred to, at 120 Calle Belascoin, in Havana, J. Bernheim & Son have their own packing houses in Cuba, and during the busy season give employment to more than 2,000 people. From all the districts in Cuba admitted to produce good tobacco, J. Bernheim & Son secure leaf in immense quantities, not only for shipment to the United States but also for export to Europe. They handle large amounts of stripped tobacco as well as the baled leaf.

Usually Isaac J. and Henry Bernheim divide their time between Cuba and New York, but if neither of the brothers happened to be in Cuba, Rogelio Echevarria, the local superintendent, a most competent tobacco man, is in charge. To describe at length the operations of J. Bernheim & Son would be to tell a good part of the history of moving the entire Cuban tobacco crop.

## TOBACCO AND SOCIABILITY

**A Good Cigar Will Work Wonders in Causing the Tongue-Tied to Talk.**

TOBACCO is a great promoter of sociability. In illustration of this point a Toronto cigar dealer tells of a worthy professor in the local university who invited him one day to his home to take a tea with him, an invitation which was readily accepted.

"We drank some tea, but the conversation flagged. I had," he said, "heard of the professor's fund of anecdotes, and of his vivid memory, and I was naturally disappointed.

"Finally it occured to me that I had been told that he was a great smoker, an impression which the general odor in the room certainly confirmed. So I said to him, 'I think, doctor, that you smoke in the evening?' 'Yes,' he replied, 'do you smoke?' I assured him that I did, and he brought out a box of cigars, and sent away the tea. Then he began to talk in earnest. Each in an easy chair, we sat for hours, and I shall not soon forget those hours. We sat and talked and smoked until long after midnight."

## Tampa's Marvelous Growth in Fifteen Years.

The following figures give a splendid illustration of the wonderful commercial growth of Tampa in the 15 years that have elapsed since the beginning of the 20th century:

| Year | Cigars Shipped | Internal Revenue | Custom Receipts | Postoffice Receipts | Building Permits | Tonnage By Water |
|---|---|---|---|---|---|---|
| 1900 | 147,848,000 | $496,560 | $871,377 | $33,900 | $268,000 | 446,790 |
| 1901 | 147,330,000 | 498,110 | 865,409 | 36,332 | 304,588 | 597,711 |
| 1902 | 141,905,000 | 442,751 | 1,250,984 | 40,296 | 671,863 | 632,547 |
| 1903 | 167,630,000 | 510,066 | 1,318,531 | 47,597 | 807,000 | 663,519 |
| 1904 | 196,961,500 | 596,212 | 1,501,189 | 60,267 | 1,074,432 | 865,589 |
| 1905 | 220,430,000 | 689,124 | 1,604,826 | 74,362 | 1,070,000 | 911,591 |
| 1906 | 277,662,000 | 851,450 | 1,764,647 | 64,336 | 1,282,415 | 1,000,000 |
| 1907 | 285,660,000 | 865,316 | 1,687,609 | 114,631 | 1,395,054 | 1,150,000 |
| 1908 | 236,681,000 | 731,048 | 1,581,390 | 119,512 | 1,260,255 | 1,300,000 |
| 1909 | 267,059,000 | 801,578 | 1,891,836 | 138,747 | 1,550,453 | 1,425,000 |
| 1910 | 201,405,000 | 638,535 | 1,377,262 | 169,106 | 1,685,586 | 1,525,000 |
| 1911 | 293,360,000 | 910,439 | 2,299,472 | 173,024 | 2,012,112 | 1,637,676 |
| 1912 | 273,485,000 | 854,726 | 1,859,038 | 187,342 | 2,382,850 | 1,838,011 |
| 1913 | 284,991,000 | 894,879 | 1,809,218 | 215,819 | 1,477,176 | 2,222,873 |
| 1914 | 267,866,000 | 856,565 | 1,782,515 | 223,257 | 1,615,028 | 2,670,384 |


"Constancy Unites All Virtues"

CONSTANCIA GARCIA




HAVANA CIGARS
CLEAR HAVANA EXCLUSIVELY

and LA KYMA

¶ Edelstein's two brands are absolutely clear Havana Cigars, made in the sizes demanded by Consumers, and proven worthy to be called

"The Pride of Cuba's Production"

¶ CONSTANCIA GARCIA Cigar enjoys complimentary success on account of quality.

Jobbers and Retailers desiring to add a new line of attractive, reliable, undeniably clear Havana cigars should communicate at once with

LA KYMA FACTORY
J. I. EDELSTEIN, Prop.
90 PRINCE ST.
NEW YORK CITY
TEL. SPRING 1704

THE PERRY




Mouthpiece showing cleaner attached

Perry Pipes Sell Themselves

A half dozen patented features found in no other pipe are what make Perry Pipes fast sellers.

The Perry cleans easily without the use of straws or pipe cleaners —cools the smoke—sifts it from nicotine—never allows slugs, nicotine or tobacco particles to reach the mouth or saliva to reach the bowl.

Made in 17 models, of genuine French Briar. Retails at a $1.00 and up with a big profit to the dealer.

WE ALSO MAKE

Perry's Hiram Pipe retailing for 50c.; the Perry Cob for 75c.; Perry's Hiram Cob retailing for 25c., and Perry's Sweet Nut for 25c.

ANNOUNCEMENT

Owing to the numerous requests we have had from jobbers, we are now pleased to advise you that you can buy any or all of the Perry line through your jobber. Descriptive matter gladly sent you on request. Perry Pipe has to make good with your trade or else we do. That's our guarantee.

PERRY PIPE COMPANY
1811 West Madison St., Chicago, Illinois

# OFFICERS ELECT OF INDEPENDENT RETAIL TOBACCONISTS ASSOCIATION OF NEW YORK



IKE OCHS, PRESIDENT.



MANNY NEUWIRTH, SECRETARY.





**And Smoking Mixture in the Patented Tear-off Top Package**

*Falk Tobacco Co.*

**NEW YORK RICHMOND LONDON**

## THE ARISTOCRAT

**of the clear Habana Cigar family is**




A new cigar just being placed on the market by the Sanchez & Haya factory. This cigar will be made in but a few of the finer shapes and sizes and is intended exclusively for the particular trade; Clubs, Cafes, Hotels, etc.

*Write direct to the factory for particulars and prices*

**Made in BOND**

**SANCHEZ & HAYA, Tampa, Florida**
**No. 1**

# TWO SUCCESSFUL MEN IN THE TOBACCO TRADE



JULIUS KLORFEIN, WHO PUT GARCIA GRANDE ON THE MAP.



JAMES ZOBIAN, ADVERTISING MAN, WHO HANDLES BIG TOBACCO PUBLICITY.





**THE FAVORITE OF THE SMART SET**

Packed in Standard Red Boxes 10s 20s 100s



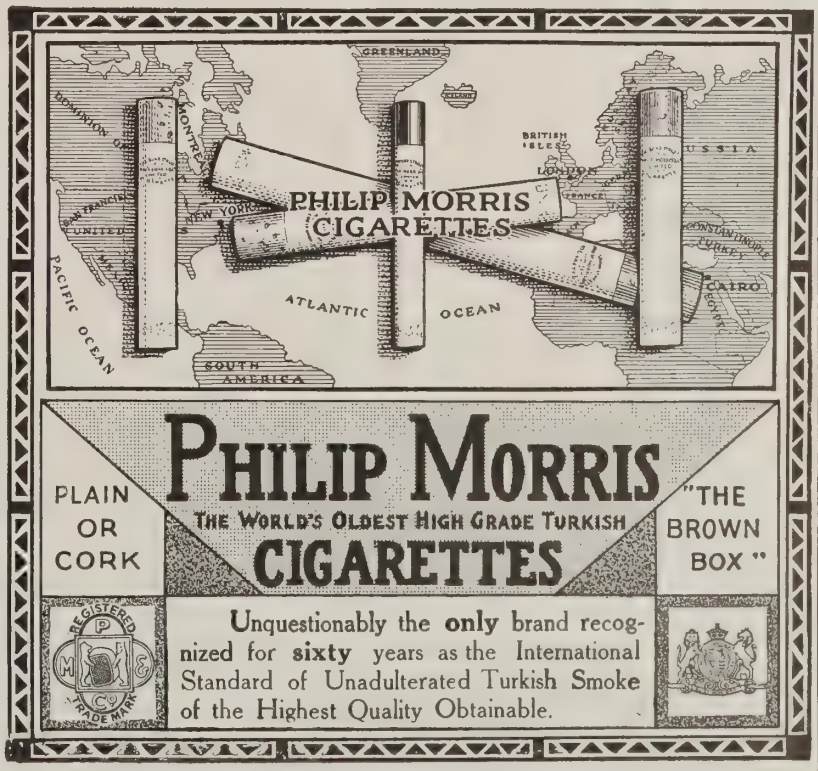

Good Profits to Jobbers and Retailers

Patent Paraffine Round Box of 50

**Blue Peter Cigarette Co.**

45 Beaver Street, NEW YORK

The following is one of the Series of Philip Morris Advertisements now appearing in the leading newspapers throughout the country.




**PHILIP MORRIS & CO., Ltd.**

NEW YORK

### THE NON-SMOKERS' CONGRESS.

A convention was recently held in Recital Hall, at the Exposition, of the Non-Smokers' Protective League of America. On the day when the inevitable bronze plaque was to be presented to the congress—a ceremony which no congress or organization at the Exposition can possibly avoid—there were exactly seven members assembled—if seven persons can be "assembled"—to do honor to the occasion. Doctor Charles G. Pease of New York, president of the league, received the plaque—which was presented in spirit but not in form, because by some mischance it was not there—and then read a paper, from the reading of which the Exposition representative fled, ripping up the carcasses of users of the noxious weed with the force of his arguments against the vice of smoking.

Among the many tours de force made by the speaker was the following delicious excerpt here quoted. He said that "the smoke from opium was not as poisonous as smoke from tobacco. The latter is equal to prussic acid in rapidity and violence of action."

Here we have it on the testimony of a physician, and yet these obstinate smokers refuse to be convinced by dropping dead in their tracks! Prussic acid will cause death within a few minutes of its absorption into the stomach, which means that a cigar smoker should drop dead at every puff. Yet they don't do it! Why this flying in the face of medical science?

It is a sad fact but nevertheless true that learning does not always educate. A man may be learned yet unintelligent. A great deal of nonsense is talked by scientific men with mental balances not correctly adjusted. Some of us remember the Good Templar temperance movement some thirty years ago. One of the favorite arguments against the use of liquor propounded by protagonists of the movement was that no person using alcoholic liquors could bear fertile offspring. In other words, there would be no one to bear his name after the second generation. This, of course, was a ludicrously inaccurate statement, because of the known fact of our ancestors having used liquor in liberal quantities and transmitted their blood through several generations. Yet this wild statement was very generally believed and always brought cheers from an audience.

We are sometimes tempted to think that this is not an age of reason but a period of neurasthenic delirium, with common sense thrown in the discard.—*Western Tobacconist.*




SALESMEN OF S. MONDAY & SONS ON ANNUAL OUTING.

## CYCLOPEDIA OF TRADE TERMS.

(*Continued from page* 150.)

LUNDYFOOT.—An intensely pungent, dark snuff, produced by subjecting the powdered tobacco to intense heat.

BRAZILIAN.—Dark, aromatic snuff made from Brazilian tobacco.

SPANISH.—Pungent, brown snuff, made from Cuban tobacco.

CUBA.—Similar to Spanish snuff.

LATAKIA.—A dark, highly pungent snuff with a most peculiar aroma, made from Latakia tobacco.

PRINCES MIXTURE.—A fine, yellow snuff, scented with attar of roses.

### WHY THEY NEVER LACK CHOICE LEAF.

Cifuentes, Fernandez & Co., the manufacturers of Partagas own and cultivate some 40,000 acres of the most desirable tobacco land in the Vuelto Abajo district.


# EL GENIO

**Clear Havana Cigars**

MADE IN TAMPA, FLA.

**P. VERPLANCK & CO.,**

257-265 Fourth Ave., New York

# MANILA CIGARS




American Shapes and Sizes

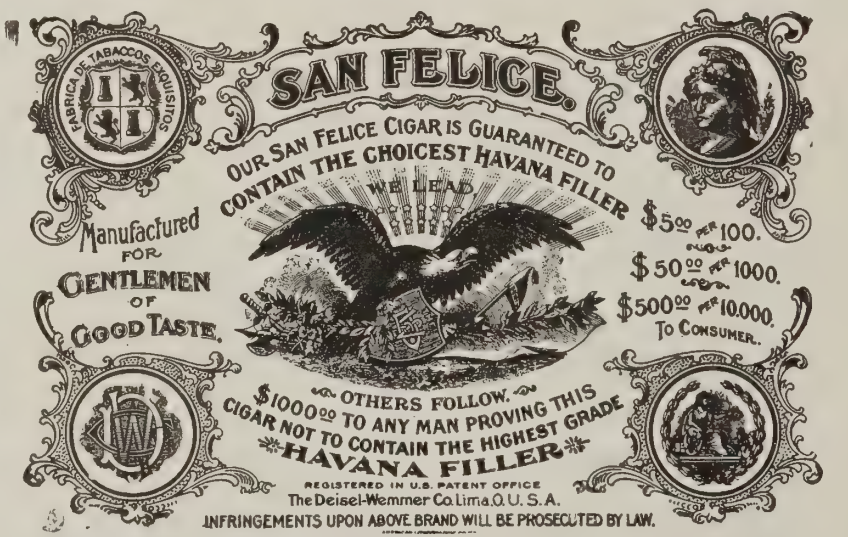
Special Brands for Jobbers

Bi-Monthly Shipments.

Always Fresh

Write for open territory to

**HENRY OTTENBERG, Importer, 146 Front St., N. Y**




Title and design owned by The Deisel-Wemmer Co. Registered in U. S. Patent Office
THE DEISEL-WEMMER CO., MAKERS, LIMA O. U. S. A




# Copenhagen Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure. It is made of the best, old, rich leaf tobacco. The snuff process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

**WEYMAN-BRUTON CO.** 50 UNION SQUARE NORTH NEW YORK, N. Y

## GOVERNMENT'S FAMOUS SMOKER

**Known as "Old Nick," and Can Consume 1,000 Cigars in a Single Day.**

WASHINGTON, D. C., September 28.—The United States Government has the champion long-distance smoker of the world, consuming 1,000 cigars a day on an average. They call this smoker "Old Nick," not because he is in any way diabolic, but because he can hold an amazing amount of nicotine. And it takes little effort of the imagination to characterize "Old Nick" as a human being; for, in make-up, he performs all the functions of the flesh and blood lover of the weed, even to the action of the lungs. "Old Nick" is merely an ingenious apparatus for testing cigars.

There are human cigar testers in the trade who will dispute the efficiency of "Old Nick"—men who smoke thousands of cigars in a year and whose sense of flavor and aroma is so keenly specialized that they can detect the most subtle difference in brands.

But it is easy to realize that a man employed in such a curious occupation must, in time, have his sense of taste sadly impaired. He becomes afflicted with the "nicotine tongue and palate" and his digestive apparatus is likely to be in an alarming condition.

And, if not this, then he is likely to die of nicotine poisoning or some other ailment, tributary to it. Then again what man, however proud of profesional capacity, or squad of 10 men could smoke 1,000 cigars daily? Or, even 100?



HENRY THE FOURTH FACTORY OF PREFERRED HAVANA CO., IN TAMPA.

The mechanical man is no fastidious chooser of what he smokes. The most expensive imported brand and the humblest and most odoriferous Pittsburgh stogie are the same to him. In the lower left-hand corner of his mechanical anatomy there is a jar, in the cork of which are inserted the tubes holding four cigars. The receptacle contains water which takes up the nicotine. So it is that none of it gets into the "lungs" of Old Nick, and the smoke that goes out from his "mouth"—the exhaust—is wholly free from nicotine. The "lung" is at the extreme right and inhales and exhales the smoke of the cigars with regular respirations like those of a human being.

The tube that leads into the "lung" from the jar into which four individual cigar tubes are placed. There is also an intermediate jar, which arrests whatever of the nicotine that may have escaped from the direct repository.

Thus, while "Old Nick" may be literally soaked in nicotine and be a confirmed "inhaler," he has none of the vice of the inhaler, for the smoke that enters his lungs bears no deleterious elements.

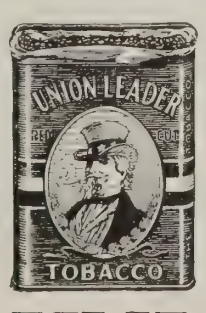
REGULUS II.


# Straight Talk from Uncle Sam



"The biggest dime's worth you can hand your customer is Union Leader.

"Because the *quality* is there. The fine, sweet Kentucky Burley is as good tobacco as was ever put in a pipe.




"Because the quantity is there. The Big Ten-Cent Tin is *extra* large.

"You can't beat a combination like that."

***For Pipe or Cigarette***

# UNION LEADER

**REDI-CUT**

**P. Lorillard Company** **Established 1760**



# FLOR DE MELBA

**THE HIGH NOTE OF QUALITY**

**THE cigar that is giving dealers big business everywhere. In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest imported cigars.**

**A full line of MELBAS in your store is a credit to your business judgment**

**All sizes** **3 for a quarter to 25c. straight**

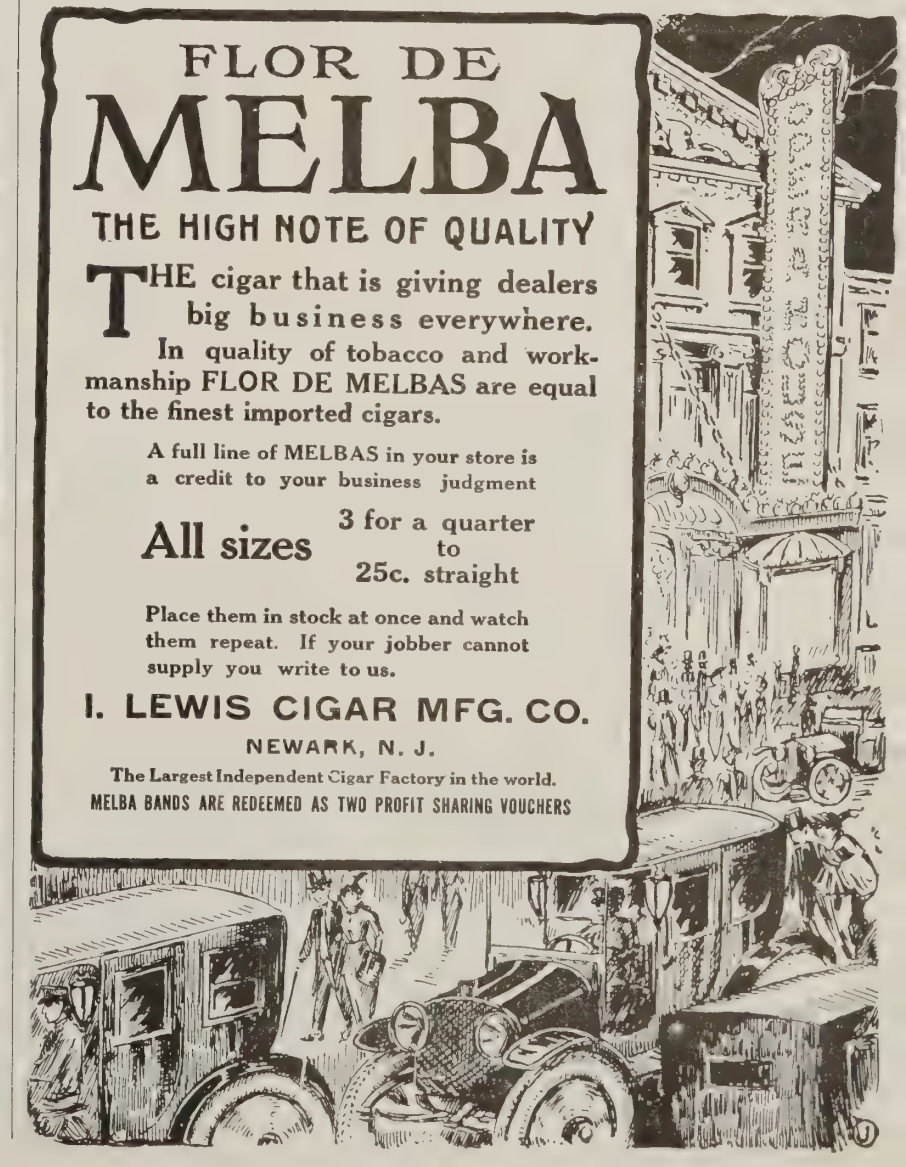
**Place them in stock at once and watch them repeat. If your jobber cannot supply you write to us.**

**I. LEWIS CIGAR MFG. CO.**

**NEWARK, N. J.**

**The Largest Independent Cigar Factory in the world.**

**MELBA BANDS ARE REDEEMED AS TWO PROFIT SHARING VOUCHERS**



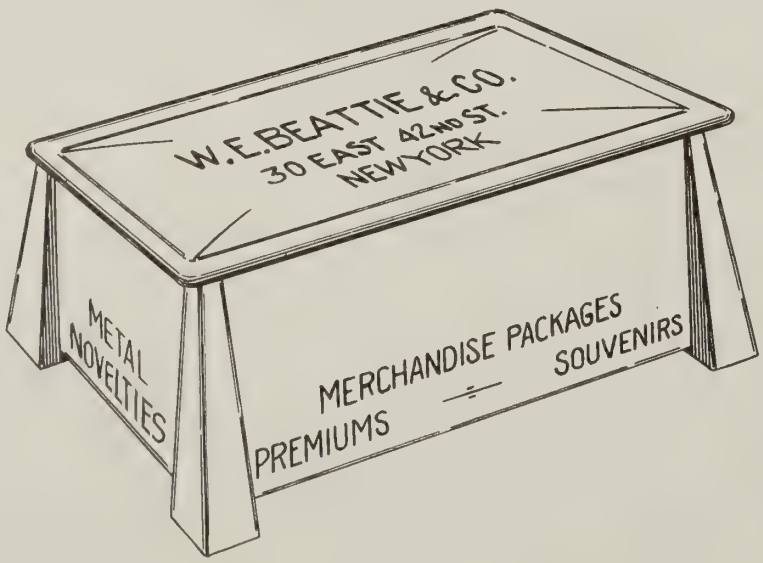
# A POPULAR SALESMAN AND A WELL-KNOWN DEALER



JAMES W. GEYER, OF PHILADELPHIA.



F. L. AMES, OF DES MOINES, IA.


Sam'l I. Davis & Co.

EL SIDELO

CLEAR HAVANA CIGARS

Made at TAMPA, FLA.

CIGAR BOX LABELS
BANDS AND ADVERTISING

American Lithographic Co.

NEW YORK

WM. GLACCUM & SONS, Inc.

Established 1872

MANUFACTURERS OF HIGH GRADE CIGARS

We are now using the Union Label of the Cigarmakers' International Union.

Factory Address, 302 E. 45th St. and 303 E. 44th St., New York




A. WINTER, President

M. WINTER, Sec'y and Treas.

PINZON
HAVANA CIGARS
BONDED FACTORY

*M. PEREZ CO.*

*133 Front Street* *New York*

Factory: Key West, Fla.
Warehouse: Industria 114, Havana, Cuba

# WHO IS WHO AMONG THE PRINCIPAL CIGAR BUYERS IN N. Y.

### CIGAR IMPORTING AND DISTRIBUTING HOUSES.

ACKER, MERRALL & CONDIT CO....S. P. Coe
135 West 42d Street.

BENSON & HEDGES.....S. B. Hubley, Manager
435 5th Avenue.

G. W. FABER, INC.....R. C. Faber and A. H. Gregg
36 West 37th St.

GEORGE S. NICHOLAS & CO....Herman Mooyer
43 Beaver Street.

PARK & TIFORD.....Walter Pierson
529 West 42d Street.

JAMES B. REGAN IMPORTATION CO. A. H. Carling
140 West 42nd Street.

LOUIS G. SMITH & CO.....George W. Rich
52 Beaver Street.

WALDORF-ASTORIA SEGAR CO. Rudolph Waldner
340 5th Avenue.

B. WASSERMAN CO. Ben Wasserman, imported goods Samuel Wasserman, domestic goods
77 Chambers Street.

### WHOLESALE GROCERS AND CIGAR JOBBERS.

AUSTIN, NICHOLS & CO.....L. Relyea
61 Hudson Street.

BURTON & DAVIS CO.....T. J. Lewis
26 N. Moore Street.

CHARLES & CO.....Frederick McEwan
44 East 43d Street.

CLARK, CHAPIN & BUSHNELL. Andrew J. Wellington
395 Greenwich Street.

EDW. D. DEPEW & CO.....Sam McCrodden
515 Canal Street.

F. A. FICHTER & CO.....F. A. Hoagan
43 Jay Street.

LEWIS DE GROFF & SON.....J. D. Smith
386 Washington Street.

FRANCIS H. LEGGETT & CO....Julius Lederer

PARK & TILFORD .....Walter Pierson
529 West 42d Street.

SEEMAN BROS.....Carl L. Seeman
Hudson and North Moore Streets.

STRAIT BROS.....Strait Bros.
49 Jay Street.

R. C. WILLIAMS & CO.....C. K. Smith
56 Hudson Street.

### CHAIN STORE CONCERNS.

HYGRADE WINE CO.....E. A. Strasser
29 9th Avenue.

LIGGETT'S DRUG STORES. Charles A. Williams, Boston
416 West 33d Street.

RIKER-HEGEMAN CO.....George Beach
200 Broadway.

THE SCHULTE CO.....D. A. Schulte
World Building.

UNITED CIGAR STORES CO...John F. Whelan
44 West 18th Street.

### WHOLESALE WINES AND SPIRIT MERCHANTS.

ACKER, MERRALL & CONDIT CO...S. P. Coe
135 West 42d Street.

H. T. DEWEY & SONS.....George F. Dewey
81 Nassau Street.

HYGRADE WINE CO.....Wm. Cunningham
29 9th Avenue.

MACY & JENKINS.....Wm. Fredericks
67 Liberty Street.

GEORGE S. NICHOLAS & CO...Herman Mooyer
43 Beaver Stret.

### DEPARTMENT STORES.

ABRAHAM & STRAUSS.....
420 Fulton Street, Brooklyn.

GREENHUT & CO.....Adolph Guttenberg
18th Street and 6th Avenue.

R. H. MACY.....Paul Nahon
Broadway and 34th Street.

### WHOLESALE DRUGGISTS.

AMERICAN DRUGGISTS' SYNDICATE. J. E. Shaughnessy
Long Island City.

### STEAMSHIP COMPANIES.

AMERICAN HAWAIIAN S. S. CO. A. N. Hargrave, Purchasing Agent
8 Bridge Street.

ANCHOR LINE.....W. J. Reilly, Manager of the Passenger Dept.
21 State Street.

ATLANTIC TRANSPORT LINE. Wm. Durbridge, Victualling Superintendent
Pier 56, N. R.

CLYDE S. S. CO.....G. R. Edgcumbe, Purchasing Agent
Pier 36, N. R.

FRENCH LINE.....P. Manes, Superintendent of the Dock
Pier 57, N. R.

HOLLAND AMERICAN LINE..C. Wulfraat, c/o the Texas Transport & Terminal Co.
New Orleans, La.

HAMBURG-AMERICAN LINE...A. Hoffmeister
45 Broadway.

MALLORY LINE.....G. R. Edgcumbe, Purchasing Agent
Pier 36.

NEW YORK & CUBA S. S. CO...James Cotter, Purchasing Agent
Pier 13, E. R.

NEW YORK & PORTO RICO S. S. CO. D. A. Whamond, Purchasing Agent
Pier 35, Brooklyn.

NORTH GERMAN LLOYD.....H. Stein
Hoboken.

RED STAR LINE.....Wm. Durbridge
Pier 59.

UNITED FRUIT CO.....Geo. W. Harding, Purchasing Agent
Pier 15, East River.

WHITE STAR LINE.....Wm. Durbridge, Victualling Superintendent
Pier 59, N. R.

WARD LINE ..... .....James Cotter, Purchasing Agent
Pier 13, E. R.

### RAILROADS.

BALTIMORE & OHIO R. R.....V. Baugh, Superintendent Dining Car Service
Baltimore.

CENTRAL R. R. OF NEW JERSEY. A. E. Case, Manager of the Restaurants
Jersey City.

DELAWARE, LACKAWANNA & WESTERN R. R.....Howard Boardman, Superintendent of Dining Cars
Hoboken.

ERIE R. R.....I. A. Canning, Superintendent Dining Car Service
Jersey City.

HUDSON & MANHATTAN R. R..H. W. Webber, Purchasing Agent
30 Church Street, New York.

NEW YORK CENTRAL R. R...John R. Smart, Commissary Agent
Grand Central Terminal.

DELAWARE & HUDSON R. R.....D. B. Horn, Assistant Manager Dining Service
Albany.

ILLINOIS CENTRAL R. R.....C. F. Parker, Vice-President, Purchasing & Supply Dept.
Chicago.

LEHIGH VALLEY R. R.....G. E. Cooledge
Easton, Pa.

NEW YORK, NEW HAVEN & HARTFORD R. R.....S. A. Fabian, Purchasing Agent
Boston.

PENNSYLVANIA R. R.....Samuel Porcher, Purchasing Agent
Philadelphia.

PHILADELPHIA & READING R. R. S. W. Dorr, Superintendent Dining Car Service
Philadelphia.

SEABOARD AIR LINE.....E. L. Raub, Superintendent Dining Service
Hamlet, N. C.

### BUYERS FOR BROOKLYN CLUBS.

BROOKLYN.....Geo. Schmitt
131 Remsen Street.

CRESCENT.....J. J. Mead
129 Pierrepont Street.

HAMILTON.....J. B. Fleming
Clinton Street.

LINCOLN.....W. T. Brand
65 Putnam Avenue.

MASONIC.....Harry Buxbaum
1160 Bedford Avenue.

UNITY .....Max Pearl
Grant Square.

### BUYERS FOR BROOKLYN HOTELS.

BOSSERT.....Geo. F. Pflug, Steward
Hicks and Montague Streets.

CLARENDON.....L. M. French
284 Washington Street.

MANSION HOUSE.....S. L. Y. Strong
Columbia Heights.

MARGARET..J. C. Campbell, Assistant Manager
97 Columbia Heights.

MONTAGUE.....E. M. West, Manager
103 Montague Street.

STANDISH.....Arthur H. Meyers, Manager
169 Columbia Heights.

ST. GEORGE .....Chas. Wilcox
Columbia Heights.

For directory of cigar buyers for the leading clubs, hotels and restaurants in New York, see other pages in this issue of TOBACCO.


## How to Increase Cigar Sales

*A Word to Manufacturers and Jobbers*

In most parts of the country we recently had an extremely humid spell of weather. In the law of average, we may later look for correspondingly dry weather. Such variable conditions alternate throughout the year, and rapidly depreciate the value of stock, unless precautions are taken to guard against these climatic changes.

**If You Install a *Bentz Air Conditioner***

the cigars in your Stock Room will be surrounded all the time with a **natural atmosphere,** which is **not subject to change.** This apparatus produces the kind of atmosphere best suited for **keeping** cigars. The stock at all seasons will be in absolutely prime condition, always uniform—and as a natural result there will be an ever-increasing demand for the brands you make or handle, with accumulative profits. BENTZ AIR CONDITIONERS are made in all sizes and are used by the leaders in the trade. Send for illustrated descriptive catalog.

**HARRY BENTZ ENGINEERING CO., 90 West St., New York**
Manufacturing Engineers and Specialists in Air Conditioning

## "OLD KING COLE"
## CIGARS (Seven Sizes)
AND
## SMOKING MIXTURE
Sole Owners and Distributors
## JAMES B. REGAN IMPORTATION CO.
140 West 42nd Street, New York

## THE STANDARDS OF AMERICA

**Lorillard's Snuff, : Est. 1760**
**Rail Road Mills Snuff, Est. 1825**
**Gail & Ax's Snuff, : Est. 1851**

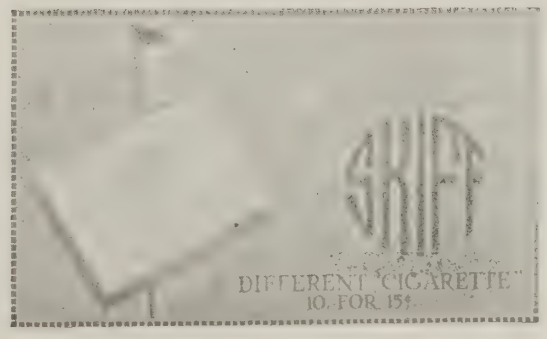
ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

## GEORGE W. HELME COMPANY
111 FIFTH AVENUE, NEW YORK

## "A DIFFERENT Cigarette"
SELLS TO CONSUMER FOR 15c.




**Attractive Window Display Cards for Dealers**

Jobbers and retailers wanted for exclusive territory.

Good proposition to the right party.

**SKIFF CIGARETTE CO., 334 Fifth Ave., New York**

# CIGAR BUYERS FOR LEADING NEW YORK HOTELS

| Hotel. | Buyer. |
|---|---|
| ALBERT, University Place and 11th Street. | Chas. Peiser |
| ALDINE, 431 4th Avenue. | Geo. Townsend, Manager |
| AMERICAN, 102 East 15th Street. | John Berutich, Proprietor |
| ALGONQUIN, 59 West 44th Street. | Chauncey Steele, Assistant Manager |
| ARLINGTON, 18 West 25th Street. | Wm. P. Saunders |
| ASTOR, Broadway and 44th Street. | Fred Miller |
| BELLECLAIRE, Broadway and 77th Street. | R. D. Blackman, Manager |
| BELMONT, Park Avenue and 42d Street. | Bert Nathaway |
| BERKELEY, 170 West 74th Street. | J. Pezill, Steward |
| BILTMORE, Madison Avenue and 44th Street. | Robert McMeneney |
| BRESLIN, Broadway and 29th Street. | M. H. Milliken |
| BREVOORT, 5th Avenue and 8th Street. | Elie Dotiona, Steward |
| BRETTON HALL, Broadway and 85th Street. | Joseph Karasek |
| BRISTOL, 122 West 49th Street. | Richard Russell, Wine Steward |
| BROADWAY CENTRAL, 673 Broadway. | Geo. M. Clements, Bar Manager |
| BROTZELL, 3 East 27th Street. | H. Mayer |
| BUCKINGHAM, 5th Avenue and 50th Street. | H. C. Ferguson, Steward |
| BURLINGTON, 10 West 30th Street. | E. J. Hudnott, Proprietor |
| CHELSEA, 222 West 23d Street. | Miss Elfien, Assistant Treasurer |
| CHURCHILL, Broadway and 44th Street. | J. C. Merrill |
| CLARIDGE, Broadway and 44th Street. | Miss E. Dahlgreen |
| COLLINGWOOD, 45 West 35th Street. | Miss Margaret Smith |
| CONTINENTAL, Broadway and 41st Street. | John Garbs |
| CUMBERLAND, Broadway and 54th Street. | R. D. Compton, Manager |
| DRESDEN, 149 West 44th Street. | F. M. Barnes, Proprietor |
| EARLE, 103 Waverley Place. | A. O. Haywood, Steward |
| EARLINGTON, 49 West 27th Street. | E. W. Warfield, Manager |
| EMPIRE, Columbus Avenue and 63d Street. | P. V. Land, Manager |
| ENDICOTT, Columbus Avenue and 81st Street. | J. Amon, Manager of Restaurant |
| FELIX-PORTLAND, 132 West 47th Street. | E. Wahl |
| FLANDERS, 135 West 47th Street. | Fred S. Barnes, Steward |
| GRAND, Broadway and 31st Street. | J. Amon, Manager |
| GERARD, 123 West 44th Street. | John Rankin, Proprietor |
| GREAT NORTHERN, 118 West 57th Street. | Wm. Sullivan |
| GREGORIAN, 42 West 35th Street. | L. Schraum, Steward |
| GRENOBLE, 7th Avenue and 56th Street. | E. Sears, Steward |
| HARGRAVE, 112 West 72d Street. | Augustus Blick |
| HERALD SQUARE, 116 West 34th Street. | J. Nicholson |
| HOLLAND HOUSE, 5th Avenue and 30th Street. | J. Otto Stack, Manager |
| HOLLEY, 36 Washington Square. | A. Haywood, Steward |
| IMPERIAL, Broadway and 31st Street. | M. H. Milliken |
| IRVING, 28 Gramercy Park. | Joseph Blake |
| JUDSON, 53 Washington Square. | F. A. Haywood, Steward |
| KAISER-HOF, Broadway and 39th Street. | B. Stahl |
| KING EDWARD, 145 West 47th Street. | Wm. A. Hollingsworth, Proprietor |
| KNICKERBOCKER, Broadway and 42d Street. 140 West 42d Street. | A. H. Carling, of the James B. Regan Importation Co. |
| LAFAYETTE, University Place and 9th Street. | Chas. Moniel, Manager |
| LATHAM, 4 East 28th Street. | A. L. Pratt, Proprietor |
| LE MARQUIS, 12 East 31st Street. | B. V. Barton, Steward |
| LONGACRE, 157 West 47th Street. | John G. Boggs, Manager |
| LUCERNE, Amsterdam Avenue and 79th Street. | Arthur T. Hardy, Manager |
| MANHATTAN, Madison Avenue and 42d Street. | United Cigar Stores Co. |
| McALPIN, Broadway and 34th Street. | Thomas Fitzpatrick |
| MAJESTIC, Central Park W. and 72d Street. | J. Charlton Rivers, Manager |
| MANHATTAN SQUARE, 52 West 77th Street. | Geo. W. O'Hare, Manager |
| MARKWELL, 220 West 49th Street. | W. R. Fletcher, Manager |
| MARLBOROUGH-BLENHEIM, Broadway and 36th Street. | M. H. Milliken |
| MARIE ANTOINETTE, Broadway and 66th Street. | T. Norton, Wine Steward |
| MARTINIQUE, 56 W. 33d Street. 36 West 37th St. | G. W. Faber, Inc. |
| MURRAY HILL, Park Avenue and 40th Street. | M. H. Milliken |
| NETHERLANDS, 5th Avenue and 59th Street. | A. E. Foran, Manager |
| NEW GRAND, Broadway and 31st Street. | J. Amron, Superintendent |
| NEW VICTORIA, 145 West 47th Street. | W. Hollingsworth, Manager |
| PARK AVENUE, Park Avenue and 32d Street. | A. J. Madison |
| PLAZA, 5th Avenue and 59th Street. | C. Winther |
| PRINCETON, 115 West 45th Street. | V. Bianda |
| PRINCE GEORGE, 14 East 28th Street. | Alborn Gutterson, Assistant Manager |
| REISENWEBER'S, 8th Avenue and 58th Street. | Julius Fischer, General Buyer |
| REMINGTON, 129 West 46th Street. | Willard Wilson, Manager |
| RITZ-CARLTON, Madison Avenue and 46th Street. | John W. Elmendorf |
| SAN REMO, Central Park West and 74th Street. | M. Brennan's Sons, Proprietors |
| SAVOY, 5th Avenue and 59th Street. | M. H. Milliken |
| SOMERSET, 150 West 47th Street. | Jack Anderson, Steward |
| SEVILLE, Madison Avenue and 29th Street. | Edward Purchas, Manager |
| SEYMOUR, 44 West 45th Street. | Joseph Karasek |
| SHERRY'S, 5th Avenue and 44th Street. | A. L. Fermoyer |
| ST. ANDREWS, Broadway and 72d Street. | Chas. Horowitz, Steward |
| STRAND, Broadway and 32d Street. | P. Zinker |
| ST. DENIS, Broadway and 11th Street. | Elelo Bayer |
| ST. FRANCIS, 124 West 47th Street. | D. E. Walton, Manager |
| ST. MARGARET, 129 West 47th Street. | Miss A. B. Crooks |
| ST. PAUL, Columbus Avenue and 60th Street. | B. Markham, Restaurant Manager |
| ST. REGIS, 5th Avenue and 59th Street. | R. M. Haan |
| TIMES SQUARE, 208 West 43d Street. | Morris Newgold, Manager |
| TRAYMORE, 308 West 58th Street. | P. Roth, Manager |
| UNION SQUARE, 4th Avenue and 15th Street. | A. F. Schaeffer, Manager |
| VANDERBILT, Park Avenue and 34th Street. | J. Hoffman |
| VAN RENSSELAER, 15 East 11th Street. | A. O. Haywood, Steward and John Harris |
| WALDORF-ASTORIA, 5th Avenue and 34th Street. | Fred Greeley |
| WALLICK, Broadway and 43d Street. | F. B. Cooper |
| WALTON, 104 West 70th Street. | Louis Starr, Manager |
| WELLINGTON, 7th Avenue and 55th Street. | H. Jackson, Jr., Manager |
| WILLARD, 256 West 76th Street. | Arthur Hardy, Manager |
| WOODSTOCK, 127 West 43d Street. | A. Jensen, Steward |
| WOLCOTT, 4 East 31st Street. | M. H. Milliken |
| WOODWARD, Broadway and 55th Street. | Louis H. Bingham, Manager |


E. H. GATO CIGAR CO.'S

1871 GATO 1871

MILD CLEAR HAVANA CIGARS

For over forty years the standard by which Clear Havana Cigars are judged.

Jobbers Write for Open Territory

Factory, Key West, Fla., N. Y. Office, 203 W. Broadway

PERFECTO GARCIA & BROS.

*Manufacturers of Superior Quality*

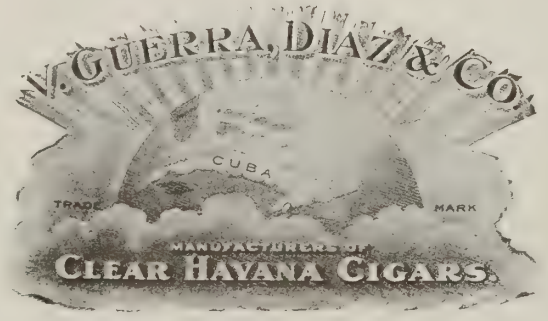



HAVANA CIGARS




*Factory,* TAMPA, FLA.
*Main Office,* CHICAGO, ILLS.

VICENTE GUERRA




FRANK R. DIAZ

La Flor De V. Guerra Diaz & Co.

La Copiosa

La Mega

Artemo

TAMPA, FLA.

Corral, Wodiska y Ca.,

MAKERS OF

HAVANA CIGARS

*Julia Marlowe, La Sedora, La Duse, Mannatia, Etc.*

Tampa, Fla.

*El Aguila Nacional, Sir Edwin Arnold, La Cendina, La Lita, Etc.*

First Consul

CLEAR HAVANA CIGAR

P. POHALSKI & CO., Manufacturers

466-468 Broome St., New York


## PENINSULAR & OCCIDENTAL S. S. COMPANY

SUMMER SCHEDULE NO. 58 SEASON 1915

United States Fast Mail Routes for KEY WEST, CUBA AND THE WEST INDIES, Via Port Tampa and Key West. Proposed sailings in effect on dates shown. Subject to change and individual postponement without notice. PORT TAMPA—KEY WEST—HAVANA LINE (touching at Key West), effective from Port Tampa, Thursday, March 25th, 1915

| | | | |
|---|---|---|---|
| Lv. Port Tampa | Sun., Thurs., 3:00 pm | Lv. Havana | Tues., Satur., 9:30 am |
| Ar. Key West | Mon., Fri., 7:00 am | Ar. Key West | Tues., Satur., 5:30 pm |
| Lv. Key West | Mon., Fri., 8:30 am | Lv. Key West | Tues., Satur., 7:00 pm |
| Ar. Havana | Mon., Fri., 5:00 pm | Ar. Port Tampa | Wed., Sun., 11:00 am |

KEY WEST—HAVANA LINE. Effective from Key West, Friday, March 26th, 1915.

| | |
|---|---|
| Lv. Key West—Monday, Tuesday, Thursday, Friday, Saturday | 8:30 am |
| Ar. Havana—Monday, Tuesday, Thursday, Friday, Saturday | 5:30 pm |
| Lv. Havana—Monday, Tuesday, Wednesday, Friday, Saturday | 9:30 am |
| Ar. Key West—Monday, Tuesday, Wednesday, Friday, Saturday | 5:30 pm |

Above hours are based on 90th Meridian Standard time. Information regarding freight and passenger rates to all points in the United States, Cuba or the West Indies, cheerfully furnished upon application. P. J. SAUNDERS, Manager, T. K. BENSEL, A. G. P. A., Jacksonville, Florida.

This abrogates previous notice.

# CIGAR BUYERS FOR LEADING NEW YORK CLUBS

| Club. | Buyer. |
|---|---|
| AERO CLUB OF AMERICA | Edmond D. Vanel<br>Madison Avenue and 41st Street. |
| ALDINE CLUB | George O'Neill<br>200 5th Avenue. |
| ALPHA DELTA PHI | T. R. Egan<br>136 West 44th Street. |
| ARION CLUB | August Nigey<br>Park Avenue and 59th Street. |
| ARKWRIGHT CLUB | Charles Rapp<br>320 Broadway. |
| ARMY & NAVY CLUB | P. C. Kempel<br>107 West 43d Street. |
| AUTOMOBILE CLUB | Charles Volmer<br>247 West 54th Street. |
| BANKERS CLUB | J. Bray<br>120 Broadway. |
| BROOK CLUB | E. Dallein<br>7 East 40th Street. |
| BUILDING TRADES EMPLOYERS' ASSOCIATION | James M. Forbes<br>30 West 33d Street. |
| CALEDONIAN CLUB | Andrew McGaw<br>846 7th Avenue. |
| CENTURY CLUB | Charles Beltramini<br>7 West 43d Street. |
| CHEMISTS' CLUB | Fred A. Dam<br>52 East 41st Street. |
| CITY ATHLETIC CLUB | A. F. Miller<br>48 West 54th Street. |
| CITY CLUB | Morris Newman<br>57 West 44th Street. |
| CITY MIDDAY CLUB | C. R. Herington<br>25 Broad Street. |
| COLONY CLUB | Leonard Genet<br>Madison Avenue and 30th Street. |
| COLUMBIA UNIVERSITY CLUB | G. W. Hayward<br>18 Gramercy Park. |
| CRITERION CLUB | J. J. Corey<br>683 5th Avenue. |
| DEMOCRATIC CLUB | Sydney P. Blackwell<br>617 5th Avenue. |
| DOWNTOWN ASSOCIATION | F. Wolfhart<br>60 Pine Street. |
| DRUG & CHEMICAL CLUB | Mr. Lane<br>100 William St. |
| ELKS CLUB | William J. Kennedy<br>110 West 43d Street. |
| ENGINEERS' CLUB | E. G. Reynolds<br>34 West 40th Street. |
| FRIARS' CLUB | Charles H. Clark<br>107 West 45th Street. |
| FULTON CLUB | Harry Knauss<br>81 Fulton Street. |
| GREEN ROOM CLUB | M. J. Morris<br>139 West 47th Street. |
| GROLIER CLUB | J. L. Morton<br>29 East 32d Street. |
| HARDWARE CLUB | E. Blanc<br>253 Broadway |
| HARMONIE CLUB | Richard Rott<br>6 East 60th Street. |
| KNICKERBOCKER CLUB | H. E. Charles<br>319 5th Avenue. |
| LARCHMONT YACHT CLUB | The House Committee |
| LAMBS' CLUB | H. F. Russell<br>128 West 44th Street. |
| LAWYERS' CLUB | Louis J. Rousselot<br>115 Broadway. |
| LOTOS CLUB | I. Steinfield<br>110 West 57th Street. |
| MACHINERY CLUB | F. C. Bedell<br>50 Church Street. |
| MANHATTAN CLUB | Leslie F. McCurdy<br>Madison Avenue and 26th Street. |
| METROPOLITAN CLUB | C. E. Lester<br>5th Avenue and 60th Street. |
| NATIONAL ARTS CLUB | Peter Geogehan<br>14 Gramercy Park. |
| NETHERLANDS CLUB | J. N. Ehbel<br>3 Gramercy Park. |
| NEW YORK CLUB | E. J. Duffy<br>18 West 40th Street. |
| NEW YORK ATHLETIC CLUB | Miniard D. B. Elmendorf<br>6th Avenue and 59th Street. |
| NEW YORK PRESS CLUB | Fred W. Sonthemer<br>21 Spruce Street. |
| NEW YORK STOCK EXCHANGE LUNCHEON CLUB | G. W. Gibson |
| NEW YORK YACHT CLUB | C. E. Davis<br>37 West 44th Street. |
| PLAYERS' CLUB | The House Committee<br>16 Gramercy Park. |
| PRINCETON CLUB | Frank Leonard<br>121 East 21st Street. |
| RACQUET & TENNIS CLUB | George Wolfhart<br>27 West 43d Street. |
| RAILROAD CLUB | J. H. Thorpe<br>30 Church Street. |
| RECESS | H. Platto<br>60 Broadway. |
| REPUBLICAN CLUB | F. A. Richmond<br>54 West 40th Street. |
| RIDING CLUB | G. R. Killam<br>7 East 58th Street. |
| ROCKY MOUNTAIN CLUB | Waldorf-Astoria Segar Co<br>65 West 44th Street. |
| ST. NICHOLAS CLUB | B. H. Keepers<br>7 West 44th Street. |
| TRANSPORTATION CLUB | Frank Timoney<br>Madison Avenue and 42d Street. |
| THE UNDERWRITERS' CLUB | A. L. Oppikofer<br>16 Liberty Street. |
| UNION CLUB | George Clifford<br>5th Avenue and 51st Street. |
| WHITE RATS SOCIETY | John F. Faulhaber<br>229 West 46th Street. |
| WHITEHALL CLUB | Louis J. Rousselot<br>Battery Place. |
| WOOL CLUB | A. Cronenberg<br>260 West Broadway. |
| YALE CLUB | Geo. Gibson<br>30 West 44th Street. |


EL CONTESTO

A Cigar—Clear Havana—that smokers like. Made by

B. MARTINEZ & COMPANY
1649 W. Lake Street - - Chicago, Ill.

STARR & REED
Egyptian Cigarettes
Bring the Better Class of Smokers to Your Store

Because they appeal to the type of men who know, appreciate and demand Quality; men who are "good spenders" and whose patronage is well worth having. It is made from the finest Turkish tobacco, blended so as to produce a rich, mild, mellow, fragrant smoke. There is prestige as well as profit for you in handling Starr & Reed Cigarettes. Order from your jobber or communicate with

STARR & REED Philadelphia

FAUSTINO C. LOZANO JOSE M. LOZANO
F. LOZANO, SON & CO.
U. S. BONDED MANUFACTURERS
HAVANA CIGARS
F. LOZANO TRADE MARK WALLS COURT
FLOR DE NARVEZ EL LESSERO
VICLO CALATRAVA
REG U. S. PAT. OFF.
OFFICE & FACTORY TAMPA, FLA.
N. Y. OFFICE, 437 FIFTH AVE., N. Y.

M. J. LOPEZ & CO.
MAKERS OF
Clear LA SOCIAL Havana
AND
Mild LORD VERNON Havana
149-53 Wooster St., New York




GRAN DIRECTOR
PORTO RICAN CIGARS
*Matchless In Quality*
The West Indies Cigar Co.
Office and Salesroom: 138 Pearl Street, New York
Factories: Arecibo, Utuado, Porto Rico

SPECIAL PIPE DEAL

One gross of 25c. pipes for $24.00 net and one Auto Jump Spark Lighter gratis.

The deal consists of one gross of pipes of which two-thirds of a gross are mounted with solid rubber push bits, both in curved and straight, of the latest patterns; the balance, one-third of a gross, are celluloid, curved and straight.

All these briar pipes are of the best 25c. value, each and every one guaranteed to give satisfaction and not to burn out. If any are found defective we will replace them at any time.

CORRESPONDENCE SOLICITED
JOSEPH P. MANNING COMPANY
BOSTON, MASS.

# CIGAR BUYERS FOR LEADING NEW YORK RESTAURANTS

Buyer.

Trinity Place and Rector Street.
THE ANNEX.....N. Nafaul

ARCHAMBAULT'S.
Nicholas W. Haaren, Proprietor
Broadway and 102nd Street.

BABER'S..G. W. Faber, Inc., 36 West 37th St.
421 7th Avenue.

BALDWIN'S.....E. G. Van, Manager
315 Broadway.

BOULEVARD.....M. H. Rosenfeld, Proprietor
Broadway and 41st Street.

BROAD EXCHANGE.....Alex Behrend, Manager
25 Broad Street.

BROWN'S.....J. P. Schubert, Manager
1424 Broadway.

BUSTANOBY'S.....Henri Gondret, Manager
112 West 39th Street.

BUSTANOBY'S.....Henri Gondret, Manager
Broadway and 60th Street.

CAFE DES BEAUX ARTS..Henry Stoll, Steward
80 West 40th Street.

CARLOS.....G. Arkadis, Manager
24th Street.

CARLTON TERRACE.....Gus Rudinger
Broadway and 100th Street.

CAVANAGH'S.....D. J. Hogan, Steward
258 West 23rd Street.

CHILD'S RESTAURANTS.....E. B. Van Dorn
41 East 13th Street.

CHURCHILL'S.....H. G. Smith, Manager
Broadway and 49th Street.

CODINGTON'S RESTAURANTS.
P. M. Codington, Proprietor
1487 Broadway.

COLAIZZI'S.....D. Colaizzi
37 West 24th Street.

DELMONICO'S.
5th Avenue and 44th Street.

DELMONICO'S.
South William Street.

Buyer.

DUN BUILDING RESTAURANT
E. Greenwald, Proprietor
290 Broadway.

ENGLE'S.....Richard Wagner, Manager
61 West 36th Street.

EXCHANGE BUFFET RESTAURANTS.
A. R. Hitchens, 2 Astor Place

FORTY-SECOND STREET GRILL.
John C. Reynolds
Madison Avenue and 42nd Street.

FAUST.....Philip Berkman
1820 Broadway.

FIFTH AVENUE RESTAURANT.
H. Waetgen, Assistant Manager
5th Avenue and 23rd Street.

GARDEN.....G. R. Schultz, Manager
7th Avenue and 50th Street.

GRAND CENTRAL RESTAURANT.
Union News Co., 105 Reade Street
Grand Central Station.

HOFBRAU HAUS.....Max Schneider, Steward
Broadway and 30th Street.

HAAN'S.....E. Ronay
23 Park Row.

HEALY'S.....L. Redner
Columbus Avenue and 66th Street.

HENRY'S.....Henley Malgran, Proprietor
69 West 36th Street.

HOFFMAN CAFE.....Adolph Gondlach, Manager
7 Beaver Street.

HOFFMAN.....Geo. Hoffman, Manager
Broadway and 34th Street.

HOLTZ RESTAURANT.....M. J. Ahrens
365 Broadway.

JACK'S.....John Dunstan, Owner
761 6th Avenue.

KAISER-HOF.....B. Stahl, Manager
Broadway and 39th Street.

Buyer.

KAISERKELLER.....A. Schrieshein
145 West 42nd Street.

KALIL'S.....Louis I. Ohrbach
Park Place.

KEEN'S.....Sam Prince
70 West 36th Street.

KENNELLY'S.....Joseph Kennelly, Proprietor
Broadway and 111th Street.

LIBBY'S.....W. F. Libby, Proprietor
122 Fulton Street.

LORBER'S.....A. Lorber, Proprietor
Broadway and 40th Street.

LUCHOW'S.....Edward Millee, Manager
114 East 14th Street.

MAXIM'S.....J. Keller, Proprietor
108 West 38th Street.

MOUQUIN'S.....Albert Gangrandgean
454 6th Avenue.

MOUQUIN'S.....Albert Gangrandgean
20 Ann Street.

MORETTI'S.....Ortelli & Cipriani, Proprietors
51 West 35th Street.

MURRAY'S.
Harry J. Susskind, 220 West 42d Street
228 West 42nd Street.

OSCAR & BILLY'S.....Oscar J. Krug
58 West 36th Street.

PABST GRAND CIRCLE REST.....A. Schulte
8th and 59th Street.

PABST HARLEM..Berg & Co., 1059 3rd Avenue
258 West 125th Street.

PARISIAN RESTAURANT.
Fernand Delenne, Manager
939 Eighth Avenue.

PEKIN.....M. H. Lein, Proprietor
Broadway and 47th Street.

PENNSYLVANIA RESTAURANT.
H. H. Baker, Superintendent
7th Avenue and 33rd Street.

PROCTOR'S RESTAURANTS, INC.
Elliott Proctor
3-5 Pine St.

Buyer.

RECTOR'S.....Gus Rudinger
Broadway and 48th Street.

REILLY'S.....Hugh Reilly, Proprietor
67th Street and Columbus Avenue.

ROGER'S.....Morrison Rogers, Proprietor
6th Avenue and 45th Street.

RORER RESTAURANT.....L. V. Schlosser
Proprietor of Cigar Stand
42 Broadway.

S. M. ROBBINS CO.....R. M. Robins.
54 Broad Street.

SHANLEY'S.....Joe Hoy
1212 Broadway.

SHANLEY'S.....Joe Hoy
Broadway and 43rd Street.

SHANLEY'S.....Joe Hoy
383 6th Avenue.

SHANLEY'S.....J. F. Rowley, Manager
117 W. 42nd Street.

TOKIO..Harry J. Susskind, 220 West 42nd Street
141 West 45th Street.

WEST END CAFE..Alfred Mundorff, Proprietor
228 West 125th Street.

WHYTE'S.....E. E. Whyte
143 Fulton Street.

WOOLWORTH BUILDING RESTAURANT.
Miss L. R. Alexandr
Broadway and Park Place.

WURZBURGER BRAU HAUS.
Leopold Bergfeld, Proprietor
2308 Broadway.

BROOKLYN RESTAURANTS.

ASSEMBLY.....Nicholas Middleton, Manager
308 Fulton Street.

BANK.....E. H. King, Proprietor
516 Fulton Street.

BRISTOL DINING ROOMS....Alex Sefershayan
3 Willoughby Street.

RAUB'S.....Herman Raub, Proprietor
8 Nevins Street.

SILSBEE'S.....W. P. Warren, Manager
509 Fulton Street.

DIAMOND JOE
TRADE MARK
CIGAR FACTORY
ESTABLISHED 1850

Charles Denby

Preeminently in a class of its own
H. Fendrich, Maker, Evansville, Ind.

5c.
CIGAR

Ruy Lopez Ca.
MANUFACTURERS OF
HAVANA CIGARS

RUY LOPEZ
TRADE MARK
KEY WEST

KEY WEST FLA.
NEW YORK OFFICE:
88 Fulton Street

"THEY LEAD THE LEADERS"
GRAHAM-COURTNEY
MILD HAVANA BLEND
26 SIZES
Acker, Merrall & Condit Company
NEW YORK

GEO. W. NICHOLS & CO.
Manufacturers of the
"Solace" Brand of Cigars
Made of the Finest Vuelta Abajo Tobacco
Factory No. 158, Key West, Florida
Office and Salesrooms, 47 WARREN ST., NEW YORK
FINE HAVANA SCRAPS FOR SALE

CARL UPMANN
MANUFACTURER OF
FINE CIGARS.
406-408 E. 59TH ST.
NEW YORK

MARTINEZ HAVANA CO.
MANUFACTURERS OF
Clear Havana Cigars Exclusively
OFFICE, NO. 167 WATER ST., NEW YORK

**NATIONAL CIGAR DAY will help every cigar dealer who tries to help himself.**

## CIGARS FROM TAMPA.

**Shipments to Various Points During the Week Ending September 25.**

Consignees:

| **New York—** | Cases. |
|---|---|
| E. Regensburg & Sons | 54 |
| Y. Pendas & Alvarez | 17 |
| A. Santaella & Co | 10 |
| F. Garcia & Bros | 8 |
| Salvador Rodriguez | 7 |
| L. Sanchez & Co | 6 |
| Berriman Bros. | 6 |
| Bustillo Bros. & Diaz | 5 |
| Acker, Merrall & Condit | 4 |
| Benson & Hedges | 4 |
| Arguelles, Lopez & Bros | 3 |
| G. W. Faber, Inc | 2 |
| Connor & Einorson | 1 |
| F. H. Leggett & Co | 1 |
| L. G. Smith & Co | 1 |
| Samuel I. Davis & Co | 1 |
| Macy & Jenkins | 1 |
| M. Goldstein | 1 |
| Christ Casino | 1 |
| H. M. Miller | 1 |
| I. Ginsberg | 1 |
| Jose Lovera Co | 1 |
| J. F. Snyder | 1 |
| **Brooklyn—** | |
| United Cigar Stores | 60 |
| Chas. K. Andrews | 1 |
| Austin Nichols Co | 1 |
| **Philadelphia—** | |
| Boltz Clymer Co | 13 |
| Yahn & McDonnell | 8 |
| T. H. Hart & Co | 4 |
| Terry & Duncan | 2 |
| E. B. Clark Co | 1 |
| John Middleton | 1 |
| Samuel Beckett | 1 |
| **Chicago—** | |
| Ryan & Raphael Co | 19 |
| Celestino Vega | 13 |
| Jose Escalante Co | 12 |
| Grommes & Ullrich | 5 |
| Best & Russell Co | 4 |
| H. S. Schermerhorn | 3 |
| J. H. Wells | 2 |
| Ruhstrat Cowley Co | 2 |
| Chas. Donovan | 2 |
| C. Jevne & Co | 1 |
| Fred L. Wells | 1 |
| Henry Horner & Co | 1 |
| Iris Cigar Co | 1 |
| John P. Stewart | 1 |
| J. Berolzheim | 1 |
| Marks & Livingston | 1 |
| P. J. Forbrick | 1 |
| P. J. Rubey | 1 |
| Berriman Bros. | 1 |
| Chicago Co-operative Cigar Co | 1 |
| Clarence Hirschhorn | 1 |
| Siegel Cooper Co | 1 |
| W. F. Monroe | 1 |
| **San Francisco—** | |
| Ehrman Bros. | 17 |
| Boltz-Clymer Co. | 12 |
| M. A. Gunst & Co | 11 |
| Glaser Bros. | 10 |
| Horn & Co | 8 |
| Sam Caro | 6 |
| H. Bercovich | 4 |
| R. J. Boyer | 3 |
| Cuesta Rey Co | 3 |
| Michalistchke Bros. | 2 |
| M. Uri | 1 |
| Max Ordenstein | 1 |
| Bert R. Jones | 1 |
| Goldberg & Bowen | 1 |
| Tilman & Bendel | 1 |
| Van Noy Brown News Co | 1 |
| **Atlanta—** | |
| J. N. Hirsch | 14 |
| Thos. H. Pitts | 5 |
| Cobb Cigar Co | 2 |
| Kimball Cigar Co | 1 |
| **Aurora, Ill.—** | |
| Strandt Bros. | 1 |
| Philip Schrickler | 1 |
| **Baltimore—** | |
| Wm. Deiches | 7 |
| Neudecker Tobacco Co | 2 |
| Hopper McGaw Co. | 1 |
| Lilly Dungan Co | 1 |
| **Beaumont, Tex.—** | |
| Loeb Cigar Co | 1 |
| Beaumont Cigar Co | 1 |
| **Bellingham, Wash.—** | |
| P. P. Lee & Co | 4 |
| A. C. Senker | 2 |
| **Birmingham—** | |
| R. D. Burnette | 3 |
| Prior & Plumlee | 2 |
| J. L. Parker | 1 |
| **Boston—** | |
| Dan Franke Co | 1 |
| Eastabrook & Eaton | 1 |
| Jos. P. Manning | 1 |
| **Buffalo—** | |
| Jos. T. Snyder | 3 |
| Blakeslee & Snyder | 1 |
| Jas. H. Flemming | 1 |
| Noah Foster | 1 |
| **Butte—** | |
| Julius Fried | 5 |
| Butte Commercial Co | 2 |
| Hemenway and Moser | 2 |
| L. G. Cohn | 2 |
| J. A. Beer | 1 |
| **Charleston, S. C.—** | |
| J. S. Pinkussohn | 3 |
| J. N. Schroder | 1 |
| **Chattanooga—** | |
| Read House | 2 |
| Kelley Cigar Co | 2 |
| **Cincinnati—** | |
| Henry Straus | 5 |
| Lee Heine | 4 |
| Straus Bros. Co | 3 |
| Dan A. Wolf | 1 |
| **Cleveland—** | |
| Sam Klein | 4 |
| F. G. Gollmar | 4 |
| George B. Scrambling | 2 |
| Louis Klein | 1 |
| Quinn & Harris | 1 |
| B. Rohrheimer & Sons | 1 |
| **Columbia, S. C.—** | |
| J. S. Pinkussohn | 3 |
| Murray Drug Co | 1 |
| **Columbus, Ga.—** | |
| Hicks & Johnson | 2 |
| Sol Loeb | 1 |
| **Columbus, Miss.—** | |
| Weaver & Harrington | 1 |
| Thos. J. Locke | 1 |
| **Colorado Springs—** | |
| King & Garrick | 1 |
| Murray Drug Co | 1 |
| Peregoy & Moore, Council Bluff | 1 |
| **Dallas—** | |
| E. Eppstein Co | 7 |
| Metzler Bros. | 4 |
| **Denver—** | |
| A. F. Keith | 2 |
| Economic Drug Co | 2 |
| Niles & Moser | 2 |
| Rothenberg & Schloss | 2 |
| George Meyers | 1 |
| Best & Russell | 1 |

(*Continued on page 190.*)

**NATIONAL CIGAR DAY will help every cigar dealer who tries to help himself.**

**Independent Manufacturers of the**

H. UPMANN HABANA

***Celebrated***

**H. UPMANN CIGARS**

*Sole Representative for United States and Canada*

CHAS. LANDAU 82 Wall Street, New York
Board of Trade Building, Montreal, Can.

**A Cigar of Reputation**

REAL FABRICA DE TABACOS PUNCH R.E. HABANA J. C. VALLE Y CA.

August Kuttnauer
General Representative
N. Y. Office 235 5th Ave.,
Telephone, 5633 Madison Square

Manuel Lopez Proprietor
28 Rayo Street HABANA, CUBA

**Cream of Vuelta Abajo Thru and Thru**

ELISARDO

Bonded Factory Class No. 6 Tampa, Fla.

CLEAR HAVANA CIGARS

Highest Quality and Workmanship

Delicate Aroma

MANUFACTURED IN BOND

Made by BALBIN BROS., Inc. Office, TAMPA, FLA.

LA FLOR DE J. OTERO HABANA

LA BELLA OTERO DE J. O. HABANA

EL TROVADOR HABANA

**Independent Vuelta Abajo Factory**

OF

**JOSE OTERO**

**San Rafael No. 93 HABANA**

## Want Advertisements.

**SITUATION WANTED ADS, of 30 words or less will be inserted free of charge.**

**WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.**

**ALL AROUND USEFUL MAN** in a cigarette or little cigar factory, with a thorough acquaintance with every type of machine used in such establishments, as well as knowledge of different types of leaf tobacco, desires situation where his skill and experience could be employed to advantage. Address Experience, care Tobacco.

**YOUNG MAN,** 19, desires to learn tobacco trade, graduate commercial school, two years' experience; exeellent references; salary secondary consideration. Address N., P. O. Box 401, Yonkers, N. Y.

**A GOOD WRAPPER SELECTER WANTED** who can act as assistant stripper foreman. Apply Benito Rovira Company, 315 East 62d St., New York.

**SALESMAN WANTED**—One familiar with jobbing business, salary and commission. E. Locker & Co., 267 Bushwick Ave., Brooklyn, N. Y.

**CUTTINGS, SCRAPS, SIFTINGS AND DUST WANTED** by Aetna Tobacco Company, 428 East 106th Street, New York.

**SUPERINTENDENT AND FOREMAN,** who has mature knowledge and experience in developing successful cigar factories, will be open for position after Sept. 1st. Address Alert, care Tobacco.

**HIGH CLASS** Cigarette Salesman, with experience and acquainted with the best trade, wanted to handle fine product on commission. Address High Class, care of Tobacco.

**HAVANA SHORTS FOR SALE.**—Lopez Co., 353 East 78th St., New York.

**BOOKKEEPER**—Young man, 25, married, nine years' thorough experience double entry, can take full charge, quick and accurate. A No. 1 references as to character and ability. Address Bookkeeper, care Tobacco.

**FOREMAN-SUPERINTENDENT,** experienced in every branch cigarette manufacturing, desires position. Best references, go anywhere. Address Yallinas, 250 West 108th St., New York.

**MANAGER** of practical experience in all departments cigars, pipes, etc., jobbing and chain stores, is open for position anywhere. Joseph Way, 1730 North Park Ave., Philadelphia.

**STENOGRAPHER,** very rapid, thoroughly experienced, wishes position; can take any dictation with accuracy, despatch, accustomed to heavy correspondence, original thinking; references. Address Miss K., 1801 Seventh Avenue, New York.

(Continued from page 189.)

**Detroit—**
- E. M. Harris Co. 3
- A. B. Johnson 1
- Best & Russell 1
- M. A. La Fond 1
- Payette Walsh Co 1

**Ft. Wayne—**
- A. H. Perfect & Co 2
- Wayne Cigar Co 1
- Ft. Wayne Drug Co 1

**Ft. Worth—**
- Casey Swasey Co 2
- State National Co 1

**Fon Du Lac—**
- D. C. McGregor Co 1
- Fon Du Lac Cigar Co 1

**Galveston—**
- Chas. N. Rhode 1
- Ulfman, Stern & Kraue 1

**Hamilton—**
- Chas. H. Dreyfuss 1
- E. L. Ramb 1

**Houston—**
- Max L. Block 3
- J. Lowenstein & Sons 2
- Union Cigar Stand 1
- Daley & Rutherford 1
- Houston Club 1
- S. Rouse 1

**Indianapolis—**
- House of Crane 4
- L. G. Deschler 2

**Jackson, Tenn.—**
- O. J. Nance Co 1
- J. C. Eddinton 1

**Jacksonville—**
- Porter-Mallard Co. 6
- Fred Brooks 6
- J. S. Pinkussohn 1
- Forsyth & Co 1

**Juneau—**
- J. B. Caro 1
- Dave Housgel 1

**Joliet—**
- J. F. Wilcox 2
- Commercial Club 2
- Great Northern Rt. Co 1
- John Winne 1

**Kansas City—**
- Niles, Moser & Rogers Co 21
- Rothnberg & Schloss 3
- Best & Russell 3
- Brunswick Cigar Co 1
- E. O. Rank 1

**Louisville—**
- Humler & Nolan 1
- J. B. Moos Co 1

**Los Angeles—**
- H. Jevne Co 4
- Klauber-Wangenheim Co. 3
- J. T. Treasure 2
- Max Rothe Cigar Co 1
- W. F. Anderson 1
- Haas Baruch Co 1

**Little Rock—**
- Loeb Drug Co 1
- Sam Hendersohn 1

**Macon, Ga.—**
- A. J. Long 5
- Lamar Taylor Riley Co 2
- Parker Ry. News Co 1

**Milwaukee—**
- E. R. Godfrey & Sons 2
- F. H. Crombie 1
- Hotel Maryland 1

**Minneapolis—**
- Minneapolis Drug Co 10
- W. S. Conrad Co 5
- Chas. H. Huhn 2
- Frank McCormick 1
- S. A. Carson 1

**Memphis—**
- I. Samuelson 5
- P. C. Knowleton 3
- Vacarro Cigar Co 2
- Sternburg & Sons 1
- Hirsh & Slager 1

**Montgomery—**
- S. D. Winn Co 6
- Mayer & Mohr 2
- G. B. Arrington 1

**Nashville—**
- Phillips Trawick Co 2
- P. & J. Stumb 1

**Omaha—**
- Barkalow News Co 1
- F. Wisthsafter 1
- Gettern & Wyckhan 2

**Pensacaola—**
- Frank Riley 2
- Lewis Bear Co. 1

**Pittsburgh—**
- Reymer Bros. 8
- L. Goldsmith & Bros. 3
- A. Ruben 1
- Bock-Stauffer Co. 1
- C. A. Gibbs 1

**Pocatello—**
- Fred Murphy Co. 5
- Idaho Wholesale Grocery Co. 1

**Providence—**
- Providence Wholesale Drug Co. 1

**Pueblo—**
- Grover Drug Co 1
- F. E. Mortinsen 1

**Portland—**
- Blaumer-Frank Co. 5
- M. A. Gunst & Co. 5
- Allen & Lewis 2

**Rochester—**
- C. P. Burrett 1
- Mock Cigar Co 1

**St. Louis—**
- Stickney-Hoelscher Co. 7
- W. M. Stickney Co. 5
- Chas. P. Stanley Co 5
- Moss & Lowenhaupt 4
- Peter Hauptman 2

**St. Paul—**
- Martin-Randall Co. 1
- St. Marie Cigar Co 1
- W. S. Conrad 1

**Sacramento—**
- Melius & Drescher 3
- Matt. Rainey 1

**Salt Lake City—**
- Hemenway & Moser 6
- Lewis & Whitaker 2
- W. G. Matheis 2
- Wilson Hotel Co 1

**San Antonio—**
- J. Oppenheimer Co. 2
- Morris Block 1

**Savannah—**
- A. L. Lefler 2
- J. S. Pinkussohn 1
- Greenwood & Co 1
- Solomon & Co 1

**Seattle—**
- Morgan Cigar Co 9
- National Grocery Co 9


# The Flower of Tobacco

manufactured in bond
has maintained





# MI FAVORITA

at the forefront
of all brands



Quantity lots
shipped direct
from factory



The Park and Tilford Standard is the warrant of their excellent quality

**MI FAVORITA CIGAR CO., Inc.**

KEY WEST, FLA. 529-549 West 42nd St., NEW YORK

# HAVANA CIGARS

# ROMEO Y JULIETA

*The Leader in All the World's Markets*

U. S. REPRESENTATIVE

**WM. T. TAYLOR - 93 Broad St., New York**

'ELITE' F.R.y Ca. HABANA

VUELTA ABAJO CIGARS

**EVARISTO HERRERA**

MANUFACTURER OF

Flor de P. A. Estanillo
Flor del Fumar and Elite Brands

**SAN MIGUEL 85, HABANA, CUBA**

United States Representative, George M. Gillies, Equitable Bldg., 120 Broadway, New York.

**HIJA De JOSE GENER**

HABANA, CUBA

Manufacturer of HAVANA CIGARS

"HOYO de MONTERREY" "LA ESCEPCION" **"EL VINYET"**

VALERIANO GUTIERREZ, Sole Representative in the United States and Canada
Bowling Green Building, 11 Broadway, New York, U. S. A.

| | |
|---|---|
| M. A. Gunst & Co. | 5 |
| Schwabacher Bros. | 4 |
| Spring Cigar Co. | 2 |
| Bourg & New | 1 |
| J. G. Cohn Cigar Co. | 1 |
| Manca Bros. | 1 |
| **Spokane—** | |
| M. A. Gunst & Co. | 3 |
| D. Holzman & Co. | 2 |
| Allen & Lewis | 2 |
| B. C. Holt | 1 |
| **Springfield, Mo.—** | |
| Ferguson Cigar Co. | 1 |
| C. S. Mack | 1 |
| **Waterloo—** | |
| Martin Bros. | 1 |
| Waterloo Fruit Co. | 1 |
| **Watsonville, Cal.—** | |
| A. B. Martin | 1 |
| J. A. Bierche | 1 |
| **Other Destinations—** | |
| Wm. A. Irwin, Albert Lea, Minn. | 1 |
| Val. G. Keogh, Akron | 1 |
| F. L. Smith, Annapolis, Md. | 1 |
| Sladen-Faker Co., Asheville, N. C. | 1 |
| Burdell-Cooper Co., Augusta, Ga. | 1 |
| Abe Frank, Austin, Tex. | 2 |
| Allen & Lewis, Baker, Ore. | 1 |
| P. Martinez, Billings, Mont. | 2 |
| Marfie-Brodie Co., Brevard, N. C. | 1 |
| J. J. Lissner, Brunswick, Ga. | 1 |
| Belden Hill, Cedar Rapids | 1 |
| Purcell Bros., Clinton, Iowa | 2 |
| Burwell-Darvin Co., Charlotte, N. C. | 4 |
| Leseure Bros., Danville, Ill. | 2 |
| Eisenberger Bros., Dayton, O. | 4 |
| Lou Bros., Decatur, Ill. | 1 |
| Dothan Grocery Co., Dothan, Ala. | 1 |
| Eden Cigar Store, Duluth | 1 |
| Rountree Co., Elko, Nev. | 1 |
| Interstate Grocery Co., Eufala, Ala. | 1 |
| Allen & Lewis, Eugene, Ore. | 1 |
| Rinecke & Mockone, Fargo, N. D. | 1 |
| R. W. Drane, Florence, Ala. | 1 |
| H. W. Watson Co., Flint, Mich. | 2 |
| Halliburton Cigar Co., Ft. Smith | 1 |
| George Gordon, Helena, Mont. | 1 |
| Sladen-Faker Co., Hendersonville, N. C. | 1 |
| E. Katz, Fresno, Cal. | 1 |
| J. G. Stander, Grand Rapids | 1 |
| S. F. Bodiford, Gainesville, Fla. | 1 |
| V. Acquistapace, Guadaloupe, Cal. | 1 |
| W. B. Hopson, Hogansville, Ga. | 1 |
| G. B. Smith, Ketchikan, Alaska | 1 |
| Lockett Bros., Johnson City, Tenn. | 1 |
| David Bailey, La Crosse | 1 |
| C. G. Stocker, Lafayette, Ind. | 1 |
| Lamar-Druf Co., Lamar, Col. | 2 |
| D. M. Owens, Lacon, Ill. | 1 |
| Sweitzer & Co., Leadville, Col. | 1 |
| Crescent Drug Co., Leesburg, Fla. | 1 |
| Frenk Du Tiel, Lincoln, Neb. | 1 |
| Antwerp Drug Co., Mobile | 1 |
| Manufacturers' Hotel, Moline, Ill. | 1 |
| Woffard-Dain Co., Murphy, N. C. | 1 |
| Wm. Bercovich, Oakland | 1 |
| Winnstanley Co., Olympia | 2 |
| Jenkins Cigar Co., Oshkosh | 1 |
| E. A. Strauss & Co., Peoria | 1 |
| F. G. Studenrauch, Pela, Ia. | 1 |
| Sam Brunswick, Pittsfield, Ill. | 1 |
| Gibson & De Journett, Rome, Ga. | 1 |
| New Harper Hotel, Rock Island | 1 |
| Frank Stever, St. Joseph, Mo. | 1 |
| Carlos Cox, Sedro-Wooley, Wash. | 1 |
| Bennish & Mayer, Selma, Ala. | 1 |
| O. C. Wilson, Stockton, Cal. | 1 |
| George R. Soger Bros., Sumter, S. C. | 1 |
| Powell Bros., Sylvania, Ga. | 1 |
| Barron Bros., Taccoa, Ga. | 3 |
| Harnitt & Hewitt, Toledo | 2 |
| L. & S. Cigar Co., Quincy, Ill. | 1 |
| R. S. Quigley, Washington | 1 |
| Powers-Kelley Co., Waco, Tex. | 1 |
| Manhattan Cigar Co., Wichita | 1 |
| Phil. Blume, Winnemucca, Nev. | 1 |
| Frankle Bros., Youngstown, O. | 1 |
| Total | 904 |
| Previously reported | 31,516 |
| Total since January 1, 1915 | 32,420 |
| Same time, 1914 | 36,637 |
| Decrease | 4,217 |

### CIGARS FROM CUBA.

**Per S. S. Havana. Arrived September 28.**

Consignees:

| **New York—** | Cases. |
|---|---|
| Waldorf-Astoria Segar Co. | 38 |
| Park & Tilford | 33 |
| Acker, Merrall & Condit | 24 |
| G. W. Faber, Inc. | 18 |
| G. S. Nicholas & Co. | 14 |
| G. W. Sheldon & Co. | 11 |
| United Cigar Stores Co. | 10 |
| B. Wasserman Co. | 9 |
| The Stearn Co. | 1 |
| Benson & Hedges | 1 |
| **Philadelphia—** | |
| T. H. Hart & Co. | 6 |
| Duncan & Moorhead | 6 |
| Yahn & McDonnell | 2 |
| **Boston—** | |
| Daniel Frank & Co. | 5 |
| Chas. B. Perkins & Co. | 1 |
| **Other Destinations—** | |
| J. B. Moos Co., Cincinnati | 6 |
| Lee & Cady, Detroit | 3 |
| Niles & Moser Cigar Co., Kansas City | 3 |
| Goldberg, Bowen & Co., San Francisco | 1 |
| R. L. Rose & Co., Providence | 1 |
| Total | 193 |

| | |
|---|---|
| Previously reported | 6,225 |
| Total since January 1, 1915 | 6,418 |
| Same time, 1914 | 8,263 |
| Decrease | 1,845 |


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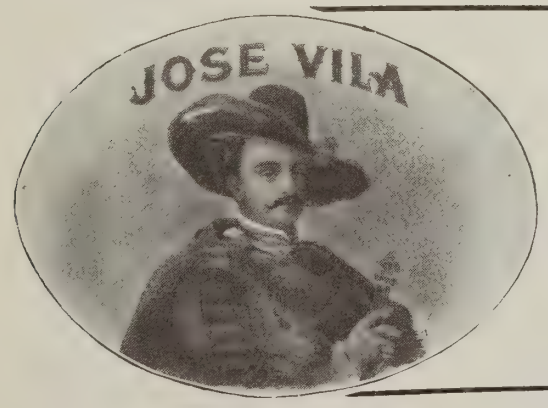
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Telephone, 7028 Madison Sq.

Re-shipments:

**Per S. S. Havana. Arrived September 28.**

| Consignees: | Cases. |
|---|---|
| Benson & Hedges, Montreal | 8 |
| Andrew Wilson & Co., Toronto | 4 |
| Baird & Peters, Moncton, N. B. | 1 |
| Total Canadian | 13 |
| Other export | 135 |
| Total | 148 |
| Previously reported | 7,186 |
| Total since January 1, 1915 | 7,334 |
| Same time, 1914 | 7,314 |
| Increase | 20 |

## LEAF TOBACCO FROM CUBA.

**Per S. S. Morro Castle. Arrived Sept. 27.**

| Consignees: New York— | Bales. |
|---|---|
| J. Bernheim & Son | 200 |
| H. Rothenberg | 10 |
| **Chicago—** | |
| Wengler & Mandell | 57 |
| Total | 267 |

**Per S. S. Metapan. Arrived Sept. 27.**

| Consignees: New York— | Bales. |
|---|---|
| Marcelino Perez & Co. | 198 |
| D. Hevia & Co. | 135 |
| E. Rosenwald & Bro. | 35 |
| John H. Goetze & Co. | 20 |
| S. Ruppin | 18 |
| Export | 55 |
| Total | 461 |
| **Chicago—** | |
| M. Friedman & Co. | 239 |
| E. Hecht & Co. | 15 |
| **Other Destinations—** | |
| Fred D. Grave, New Haven | 50 |
| Wertheimer Bros., Baltimore | 10 |
| Yocum Bros., Reading | 8 |
| The Harper-Presnail Co., Hamilton, Ont. | 12 |
| Export | 100 |
| Total | 1,392 |
| Total for the week | 2,120 |
| Previously reported | 83,489 |
| Total since January 1, 1915 | 85,619 |
| Same time, 1914 | 122,207 |
| Decrease | 36,588 |

## STRIPPED TOBACCO FROM CUBA.

**Per S. S. Morro Castle. Arrived Sept. 27.**

| Consignees: | Barrels. |
|---|---|
| To order, Philadelphia | 20 |
| Total | 20 |

**Per S. S. Havana. Arrived September 28.**

| Consignees: New York— | Barrels. |
|---|---|
| Ernest Ellinger & Co. | 90 |
| Hinsdale, Smith & Co. | 49 |

**Per S. S. Havana. Arrived September 28.**

| Consignees: New York— | Bales. |
|---|---|
| J. Bernheim & Son | 396 |
| H. Oppenheimer & Co. | 124 |
| B. Rosenbluth | 88 |
| Ernest Ellinger & Co. | 70 |
| A. Blumlein & Co. | 55 |
| F. Miranda & Co. | 50 |
| American Cigar Co. | 40 |
| Palmer & Co. | 31 |
| Maximillian Stern | 30 |
| S. Rossin & Sons | 26 |
| Max Schwarz | 22 |
| E. Hecht & Co. | 15 |
| J. R. Garcia | 8 |
| Charles D. Stone & Co. | 2 |
| E. M. Schwarz & Co. | 1 |
| E. M. Schwarz & Co. | 36 |
| F. Miranda & Co. | 29 |
| Selgas & Co. | 12 |
| Friend Havana Tobacco Co. | 12 |
| Heinrich Neuberger | 10 |
| S. Rossin & Sons | 7 |
| **Other Destinations—** | |
| Wedeles Bros., Chicago | 81 |
| McLeod, Nolan & Co., London, Ont. | 20 |
| Fred D. Grave, New Haven | 14 |
| Total | 360 |
| Total for the week | 380 |
| Previously reported | 2,126 |
| Total since January 1, 1915 | 2,506 |
| Same time, 1914 | 4,117 |
| Decrease | 1,611 |

## CIGARS FROM KEY WEST.

**Per S. S. San Jacinto. Arrived Sept. 25.**

| Consignees: New York— | Cases. |
|---|---|
| E. H. Gato Cigar Co. | 9 |
| United Cigar Stores Co. | 4 |
| Ruy Lopez Co. | 1 |
| Gwynn, Strauss & Co. | 1 |
| **Philadelphia—** | |
| Duncan & Moorhead | 2 |
| H. C. Nolan Co. | 1 |
| **Other Destinations—** | |
| Bernard Harding, Washington | 2 |
| Reymer & Bros., Pittsburgh | 1 |
| H. M. Schermerhorn, Chicago | 1 |
| Total | 22 |

**Per S. S. Alamo. Arrived September 29.**

| Consignees: New York— | Cases. |
|---|---|
| Park & Tilford | 26 |
| E. H. Gato Cigar Co. | 7 |
| United Cigar Stores Co. | 7 |
| Geo. W. Nichols & Co. | 5 |
| Lowden & Co. | 2 |
| H. F. Lyons | 2 |
| Martinez-Havana Co. | 2 |
| G. S. Mahn | 2 |
| Havana-American Co. | 1 |
| Ruy Lopez Co. | 1 |
| **Philadelphia—** | |
| G. S. Mahn | 5 |
| Duncan & Moorhead | 2 |
| Terry & Duncan | 1 |
| **Detroit—** | |
| John T. Woodhouse & Co. | 4 |
| Robinson Bros. | 1 |
| **Other Destinations—** | |
| A. Hussey Cigar Co., Chicago | 5 |
| Reymer & Bros., Pittsburgh | 2 |
| Hotel Traymore, Atlantic City | 1 |
| Lauber & Son, New Haven | 1 |
| Calderwood & Robbins, Lowell | 1 |
| F. Wright Cigar Co., St. Louis | 1 |
| W. H. Strauss, Johnstown, Pa. | 1 |
| J. A. Billington, Pawtucket | 1 |
| W. W. Foster, Hartford | 1 |
| Beehive Cigar Co., Wilmington, Del. | 1 |
| Total | 83 |
| Total for the week | 105 |
| Previously reported | 2,506 |
| Total since January 1, 1915 | 2,611 |
| Same time, 1914 | 4,117 |
| Decrease | 1,506 |

## CIGARS FROM PORTO RICO.

**Per S. S Coamo. Arrived September 27.**

| Consignees: New York— | No. of Cigars. | Cases. |
|---|---|---|
| Porto Rican-American Tobacco Co. | 1,503,000 | 305 |
| United Cigar Stores Co. | 627,900 | 107 |
| C. C. Tobacco Co. | 104,500 | 28 |
| The West Indies Cigar Co. | 111,970 | 24 |
| John D. Stewart, Trustee | 52,608 | 14 |
| D. W. Stadeker | 55,000 | 11 |
| Rucabado & Co. | 31,000 | 8 |
| Cien Por Ciento Co. | 28,500 | 8 |
| Porto Rican Express Co. | 16,086 | 8 |
| A. Centeno & Co. | 20,000 | 5 |
| Acker, Merrall & Condit. | 20,000 | 4 |
| F. Villar & Co. | 17,300 | 4 |
| F. Bonilla | 9,600 | 4 |
| C. Mendez & Co. | 9,850 | 3 |
| N. Y. & P. R. S. S. Co. | 5,000 | 1 |
| Total | 2,612,314 | 534 |
| Previously reported | 13,978 | |
| Total since January 1, 1915 | 14,512 | |
| Same time, 1914 | 18,514 | |
| Decrease | 4,002 | |

## LITTLE CIGARS FROM PORTO RICO.

**Per S. S. Coamo. Arrived September 27.**

| Consignees: New York— | Number. | Cases. |
|---|---|---|
| United Cigar Stores Co. | 360,000 | 44 |
| Porto Rican-American Tobacco Co. | 585,000 | 35 |
| Total | 845,000 | 79 |

## CIGARETTES FROM PORTO RICO.

**Per S. S. Coamo. Arrived September 27.**

| Consignees: New York— | Number. | Cases. |
|---|---|---|
| Porto Rican-American Tobacco Co. | 320,000 | 13 |
| United Cigar Stores Co. | 26,250 | 1 |
| Total. | 346,250 | 14 |


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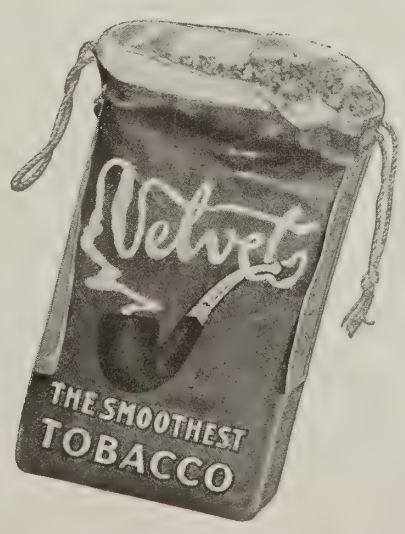
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